

An **Abu Dhabi Week** production in co-operation with Etihad Airways

Abu Dhabi life in view!

MEDIAKIT 2010

A unique way to reach more than one million visitors to Abu Dhabi each month



ADW TV – the on-board TV programme that shows visitors and residents what to see and do in the Capital

An Abu Dhabi Week production in co-operation with Etihad Airways, delivered by the two organisations that know Abu Dhabi best!

Upbeat and interesting with only the most relevant content and unmatched distribution, ADW TV is the unrivalled choice for delivering your promotional message to passengers on Etihad Airways flights – a premium audience of people who are visiting the UAE's capital, who already live or work in Abu Dhabi, or who are part of the increasingly important group who transit through Abu Dhabi International Airport en route to further destinations.

Distribution

The monthly programme is carried on all aircraft of Etihad Airways, the world's fastest-growing airline. Etihad carries over 8.5 million passengers annually to 60 destinations.

For **short-haul schedules** within the Middle East, the programme is shown on all flights inbound to Abu Dhabi. Narrow-bodied aircraft do not carry passenger headphones, so for these flights the programme will be delivered with subtitles. (The production always takes into account the fact that subtitles will be used

and the scripts do not rely overly on spoken commentary.)

For **medium- and long-haul flights**, the ADW TV programme is available on demand within Etihad's in-flight entertainment system. This is supported by promotion for the programme within the inflight magazines and the IFE guide.

The programme is also aired in premium hotel rooms in the capital and on www.abudhabiweek.ae, the website of *Abu Dhabi Week* – the best-read weekly publication in the UAE.

Opportunities

Each monthly programme comprises a maximum of 28 paid-for minutes in segments of one to five minutes apiece. They are connected by a total of three minutes of paid-for news items.

If you want to participate, we can discuss the content and then send our TV crew to film your business. It's very easy to organise and we look after everything on your behalf. Typically this includes:

- **Initial editorial consultation** to agree on the best promotional outcome for your business
- **Editorial planning**
- **Filming**
- All pre and post **production**
- A **copy of your programme segment** for your own use

Content that will benefit from maximum impact includes:

- F&B reviews
- Spa/beauty reviews
- Sporting, artistic and entertainment events
- Facility reviews
- Property updates and investment opportunities
- Interviews with executives and key customer-facing staff
- Retail events

Please contact us for bespoke packages and pricings

Etihad will fly ONE MILLION passengers in September!

Etihad Airways guest demographics	
Nationalities	%
United Kingdom	9
India	5
Pakistan	4
UAE	18
Germany	4
Philippines	1
United states	3
Egypt	1
Australia	7
Saudi Arabia	10
Rest of the world	38

Preferred Interests	%
Leisure & Shopping	44
Sport	21
Holidays	18
Business & Technology	17

Gender	%
Male	60
Female	40

Language	%
English	63
Arabic	37

Age	%
0-10	6
11-20	10
21-20	14
31-40	22
41-50	20
50+	22
Average age	45.5



Class choice by passengers of Etihad Airways

Diamond Class	2.2%	Pearl	21.20%	Coral (economy)	78.3%
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Etihad Airways routes	Destinations	Flights	Passengers Per Year
Middle East	12	13,866	2,504,749
North America	3	1,076	279,075
Europe	11	7,236	1,785,995
Subcontinent	12	6,180	1,458,214
Asia	10	4,403	1,786,980
Australia	3	1,208	396,663
Africa	4	2,773	635,532

About Abu Dhabi

Abu Dhabi Emirate is home to the UAE's capital city and it has the lion share of both the nation's landmass and its hydrocarbon wealth – and that has made Abu Dhabi one of the wealthiest cities in the world.

Abu Dhabi is growing fast, using

its petroleum receipts to diversify the economy with large-scale infrastructure projects; also included in the development is an emphasis on quality entertainment and premium tourism, a policy that has seen Abu Dhabi emerge as a centre for major sporting events, significant concert and

artistic programmes, B2B and consumer exhibitions, and big-name entertainment. To support that the city is in the middle of a hospitality boom that has brought some of the world's best restaurants and hotel brands to the country.

Abu Dhabi International Airport is the home base of Etihad Airways. ■

Production schedule

Program	Sep 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011	Jul 2011	Aug 2011
Booking deadline	1 Jul	1 Aug	1 Sep	1 Oct	1 Nov	1 Dec	1 Jan	1 Feb	1 Mar	1 Apr	1 May	1 Jun
Finished Episode	1 Aug	1 Sep	1 Oct	1 Nov	1 Dec	1 Jan	1 Feb	1 Mar	1 Apr	1 May	1 Jun	1 Jul
On aircraft	1 Sep	1 Oct	1 Nov	1 Dec	1 Jan	1 Feb	1 Mar	1 Apr	1 May	1 Jun	1 Jul	1 Aug

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Abu Dhabi Week TV is produced in co-operation with Etihad Airways by Turret Media – a leading Abu Dhabi media company, publisher of the market-leading Abu Dhabi Week magazine and other titles. These publications are cross-media brands, with online presence and a variety of delivery mechanisms in addition to the core print versions. Turret's exhibitions arm has also organised and managed some of the region's biggest events, including the World Future Energy Summit, ADIHEX and ADIPEC. The expertise that drives Turret Media is made up of talented industry professionals from around the world, with proven experience across all the disciplines required for the creation of successful events and publications, supported by a select range of professional service providers.