

## Press information

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# Ink Publishing wins contract to publish Gulf Air's inflight magazines

Ink Publishing today announced it has won the contract to launch two new inflight magazines for one of the world's most well-known international airlines, Gulf Air. *Gulf Life* will be the airline's new inflight magazine and *On Air* will be a separate and dedicated 60-page inflight entertainment magazine.

With contents produced in English and Arabic, the first issues of the monthly publications will be onboard from 1 May, 2007 .



With Gulf Air as the newest member of its expanding clientele worldwide, Ink's burgeoning portfolio now includes 25 inflight magazines produced in 12 languages.

Gulf Air has evolved over the past 55 years from a regional commuter service to a world-class international carrier, serving 47 destinations worldwide.

"We have chosen Ink Publishing because of their broad range of international experience in the publishing business as well as their proven track record of creating outstanding titles, especially for the travel and tourism sectors," says Gulf Air Vice President Marketing and Sales, Lee Shave .

"We're confident Ink will create magazines that reflect our understanding of the passengers' interests and needs, and contribute towards an interesting and engaging inflight experience."

"As the airline with the largest network in the Middle East with excellent connections to international destinations on four continents, Gulf Air now flies over 7.5 million passengers a year. As every issue of each magazine will be read by over 600,000 savvy frequent travellers, *Gulf Life* and *On Air* will be the ideal media for companies who are interested in getting their message across to Gulf Air's exclusive target audience while they are travelling and in a receptive mindset. These are individuals interested in purchasing consumer and luxury products, seeking vacation homes abroad and finding new destinations to explore," says Anthony Jamil Azoury, Associate Publisher, *Gulf Life* and *On Air*."

"By making every effort to tailor the editorial content to the real interests of the Arab Traveller, whether they are travelling for business or leisure, we will dramatically increase the average time Gulf Air passengers engage with the airline's inflight magazines. This captive audience will appreciate the quality of the titles and will be relaxed and interested in the wide-range of international brands that are advertising within these unique inflight publications," concludes Azoury.

"*Gulf Life* will be a strong, newsstand-style magazine with an independent outlook aimed at Gulf Air's modern and discerning passengers," adds Ink Publishing Group Editorial Director, Michael Keating.

“Featuring the best in food and drink, architecture and the arts, *Gulf Life* will also include an engaging mix of celebrity interviews, opinion and trend pieces. It will also be a showcase for Gulf Air’s broad range of destinations, including feature articles and an extensive what-to-do and where-to-go listings sections. *On Air* will highlight Gulf Air’s extensive inflight entertainment package backed up with film and entertainment news, interviews and reviews.”

Andrew Humphreys has been appointed as editor of the magazines. Humphreys was previously at *Time Out* for six years, founded and edited the *Cairo Times* and has authored more than 20 travel guides for publishers including *Lonely Planet* and *National Geographic*. He is also a respected contributor to the *Guardian*, *Condé Nast Traveller* and the *Observer*.

## **Note to editors:**

### **About Ink Publishing**

Ink Publishing produces more inflight magazines for more airlines than any other company in the world. The company’s titles include AirTran Airways *Go*, ATA Airlines *Sights*, Bangkok Airways *Fah Thai*, BMED *Impressions*, bmi *voyager*, bmibaby *yeahbaby*, Brussels Airlines *b.spirit!* and *b.there!*, Cebu Pacific *Smile*, China Airlines *Sky Couch*, easyJet *easyJet Inflight*, Gulf Air *Gulf Life* and *On Air*, Jet2.com *Jetaway*, Jetstar Airways *Jetstar*, Midwest Airlines *MyMidwest*, MyTravel *Recline*, OASiS Hong Kong Airlines *OASiS*, Ryanair *Ryanair* magazine, Siem Reap International Airways *Sarika*, Sterling Airlines *Sterling*, Tiger Airways *Tiger Tales*, VLM Airlines *Velocity* and Wizz Air’s *wizzit*.

Ink is also the publisher of *CNBC European Business* magazine, CNN's bi-monthly travel magazines, *CNN Traveller* and *CNN Traveller Asia Pacific*, and *Time Out Singapore* magazine. Ink publishes *Bradman's Business Travel Guides to Asia, Middle East, Africa, Europe and North America* . The Company has offices in Atlanta , New York , London , Hong Kong and Singapore .

See <http://www.ink-publishing.com> for more information

### **About Gulf Air**

Founded in 1950, Gulf Air, owned by the Kingdom of Bahrain and the Sultanate of Oman, is the only truly Pan Gulf carrier in the Middle East region.

The regional, geographic and cultural values that the airline has embraced over more than half a century are still central to defining its brand and service ethos.

Today the airline’s network stretches from Europe to Asia and covers 50 cities in 30 countries. The fleet comprises 34 aircraft and has the distinct advantage of possessing the strongest network across the Middle East .

A platform for sustained commercial operation has been established over the past three years as part of a multi-phased turnaround programme. It has also provided a framework for a succession of innovative products and services including the unique Sky Chefs and Sky Nannies that form part of Gulf Air’s ‘smart airline, successful business’ vision.

International recognition has been achieved as a result of the turnaround programme leading to numerous awards for the airline's innovative and high quality products and services: These include:

- Best Onboard Catering in First and Business Class (Skytrax World Airline Catering Awards 2005)
- Best designed in-flight magazine (American Creativity Awards,2005)
- Middle East Leading First Class Airline (World Travel Awards 2005)
- World's Leading Airport Lounge (World Travel Awards 2005)
- Middle East & North African Platinum Best Airline (MENA Travel Awards 2004)
- Most Improved Airline (Skytrax Awards 2004)
- Middle East First Class Airline (Arabian Business Awards)
- Best new product launch for in-flight services (PAX international Readership Awards)
- Best First Class Onboard Food (Skytrax Food Category 2004)
- Best Business Class Check-in (Skytrax Check-in Category 2004)
- Middle East region's best airport restaurant for its restaurant in Bahrain International Airport lounge (PAX International Readership Awards 2005)

**Official Airline and Sponsor of the Gulf Air Bahrain Grand Prix 2007**

See <http://www.gulfairco.com> for more information.

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