



Press information

For immediate release

1 June 2009

PrivatAir appoints Ink to produce its exclusive publication for private aviation customers

[London] Ink Publishing has been appointed the publisher for *PrivatAir – the magazine*. The luxury lifestyle title is read by some of the world's wealthiest and most influential individuals interested in the very best in art, fashion, food and travel.

The relaunched quarterly magazine will be onboard PrivatAir's entire fleet from July 2009 and available at selected luxury hotels in Europe and the Middle East, as well as mailed directly to PrivatAir's clients across Europe, the Middle East, Asia and the United States.

Targeting sophisticated travellers who desire intelligent and well-written editorial that is relevant to their lifestyle, *PrivatAir – the magazine* will offer its readers something distinctive and individual.

"Under the management of Ink Publishing, *PrivatAir – the magazine* will continue to deliver the same high quality editorial and premium advertising that our discerning customers have come to expect from PrivatAir," said PrivatAir's CEO, Greg Thomas. "Ink Publishing already produces 35 world-class publications, and we look forward to forging a rewarding and successful partnership with one of the publishing industry's leading players."

"The high level of interest already shown by both clients and advertising agencies representing some of the world's leading luxury brands is most encouraging and is an enormous vote of confidence in the product that Ink Publishing aims to deliver; for the airline and of course its highly valued customers," said Ink's Commercial Director, Kevin Rolfe.

Note to editors:

About Ink Publishing

Ink Publishing produces more inflight magazines for more airlines than any other company in the world.

Airline clients include Air Macau, AirTran Airways, Bangkok Airways, bmi, bmibaby, Brussels Airlines, Cebu Pacific, China Airlines, easyJet, Gulf Air, Jazeera Airways, Jet2.com, Jetstar Airlines, Jetstar Asia Airways, Kingfisher Airlines, Mandala Airlines, Midwest Airlines, PrivatAir, Ryanair, SpiceJet, Thai Airways International, Tiger Airways, Thomas Cook, United Airlines, vivaAerobus, VLM Airlines and Wizz Air.

The company also produces *CNBC European Business* magazine, *Time Out Singapore* magazine, *Hotline* for Virgin Trains, *TurboJet Horizon* for the world's largest ferry company, and Carlson Wagonlit *Connect*.

Ink has offices in London, New York, Hong Kong, Singapore and Atlanta.

About PrivatAir:

PrivatAir is a leading international aviation group with headquarters in Geneva, Switzerland and operating bases in Zurich, Düsseldorf, Frankfurt, Munich and Amsterdam. Services include Private Charter for VIPs and executives, Private Airline Services, Ground Services and Aircraft Sales & Management. PrivatAir manages a fleet of airliners including Boeing Business Jets and Airbus A319s which it operates on behalf of its airline partners, as well as a VIP-configured Boeing 757 and one of the world's only VIP-configured Boeing 767s - which are both available for private charter. Through its network of specialist partners, PrivatAir also provides private charter of almost any type of aircraft. Additionally, the company was the first commercial operator of the new generation of Boeing ultra-long-range executive aircraft.

Advertising Enquiries:

Mark Duke
Group Publishing Director
Ink Publishing London
Tel: +44 (0) 20 7613 8796
Email: mark.duke@ink-publishing.com

Media Enquiries:

Geraldine Moor
Publishing Account Manager
Ink Publishing London
Tel: +44 20 7613 6988
Email: geraldine.moor@ink-publishing.com

Ink Publishing:

United Kingdom	Tel: +44 20 7613-8777	fax: +44 845 280-2413
Atlanta	Tel: +1 678 553 8080	fax: +1 678 553 8099
Hong Kong	Tel: +852 3541 9894	fax: +852 3017 7971
New York	Tel: +1 888 685 1681	fax: +1 646 349 3844
Singapore	Tel: +65 6324 2386	fax: +65 6491 5261