

# AD Media Guide

<2024.4.1~202410.31>



# AD Media Guide

Route Map

Operation Results

Customer Characteristics

Customer Journey

Peach Advertising Media Menu

01\_Email magazine banner

02\_Reservation Coupon

03\_Reminder Email Banner

04\_In-flight Sampling

05\_In-flight Magazine

06\_Flight attendant utilization

07\_Aircraft Decal

08\_Naming rights



## | About Peach

# Route Networks

Peach Strategy  
「Route Network」

Based at **Kansai, Narita** and other major airports in Japan, Peach is expanding its domestic network from **Hokkaido to Okinawa**. In addition, we are expanding to neighboring Asian destinations such as **Seoul, Taipei, and Shanghai**.

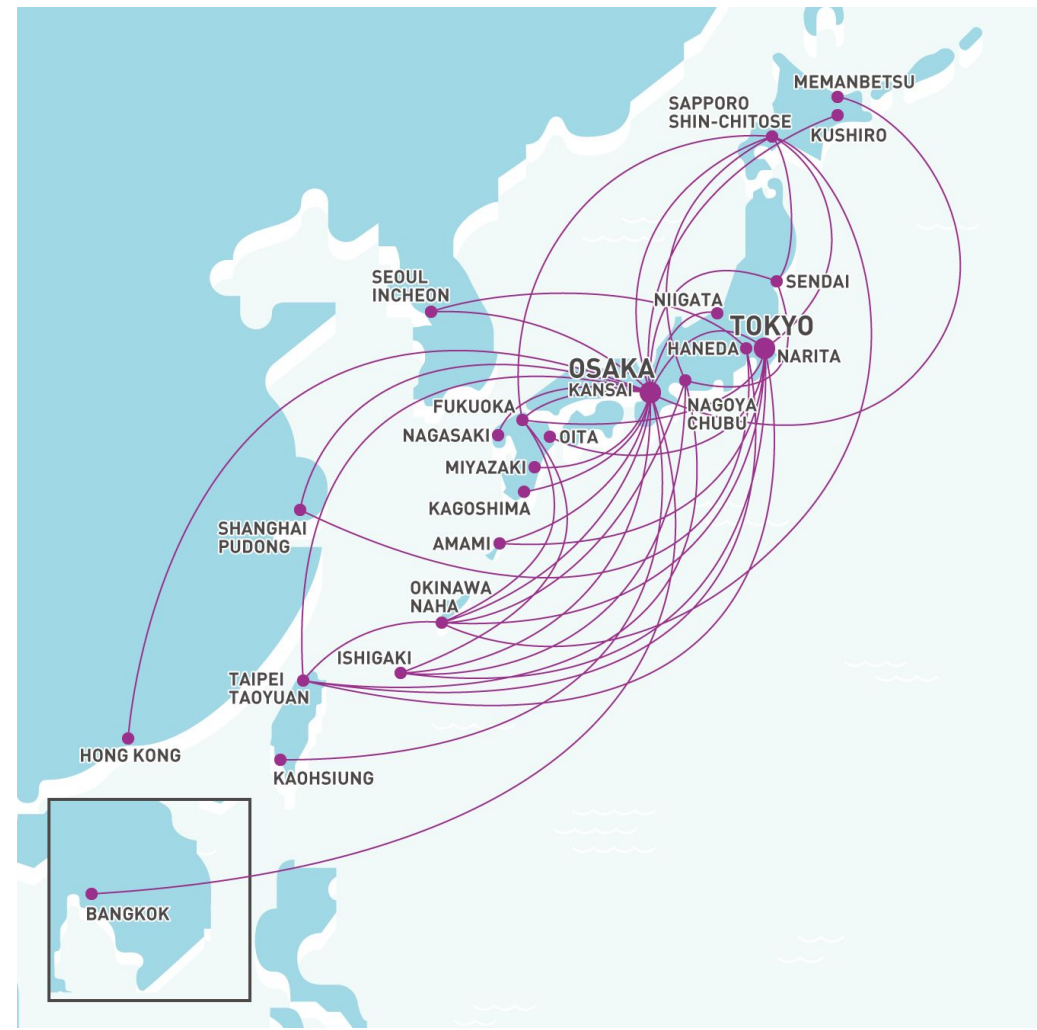
## Routes

Domestic **27**  
International **12**

as of 1 October 2023

Total passengers since 2012

Over **60 million** Passengers





**Number of passengers**

**9.34 Mil/year**  
2023 year

Total passengers  
since 2012

**50+ Mil**  
as of 31 May 2024



**Completion Factor**

**99.0%**  
total since the start of service



**Load Factor**

**86.9%**  
2023 year



# Customer Profile



More than 50% are in their 20-30s. Our customers consist of a wide variety of demographics.

## Female : Male

Female  
**52%**

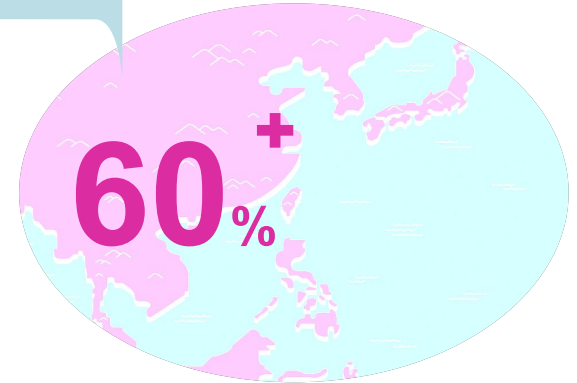


Male  
**48%**

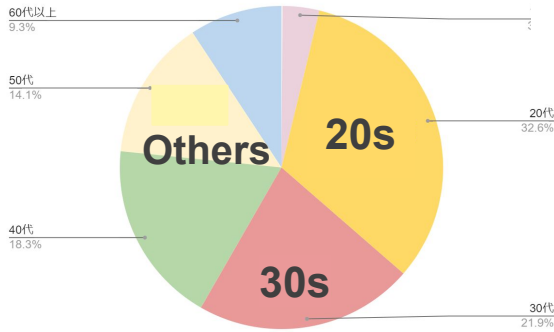


More than 60% of our customers on international flights arriving in Japan are from outside Japan.

## Area



## Age Groups



More than 50% travel for "tourism". Some customers use Peach To join various events.

## The Purposes of Travel

- Tourism**
- VFR**  
(Visiting friends and relatives)
- Business**
- Others**

Most customers acquire Tickets directly from our website.

Source: Peach Customer Date (2012-2019)



| Introduction of media per customer journey

# Touchpoints per customer journey

Peach offers advertising media covering the passenger flow

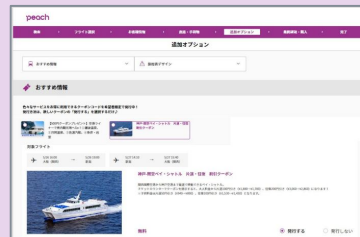
## ① Research

E-mail magazine banner ads



## ② At time of booking

Coupon when booking airline tickets



## ③ Before boarding

Reminder E-mail banner Ads

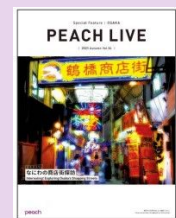


## ④ in-flight

In-flight Sampling



In-flight-magazine ads



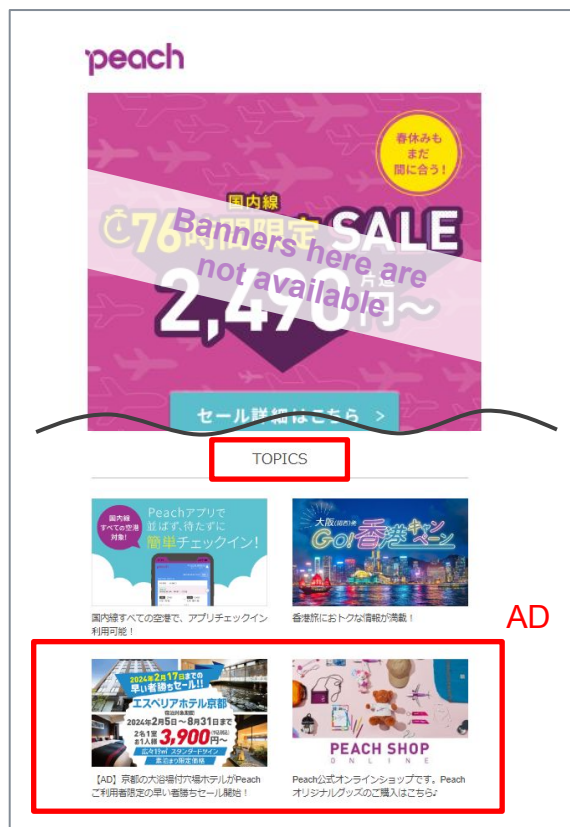


# Peach Advertising Media Menu

\*All prices listed in this document are exclusive of tax.

# Banner in the newsletter sent to those who have made reservations with Peach

Push media that delivers information about special sales and promotions to customers.



- Prior review of the company, the content of the advertisement, and the wording of the advertisement will be conducted.
- Cannot specify the position of publication
- Specifications and layout are subject to change.
- Please make sure that the linked site has been uploaded at the time of submission.
- Cancellations and changes cannot be made after the application has been submitted.

<b>Fee</b>	Japanese Traditional Chinese (Taiwan) English Hangul (Korean) Traditional Chinese (Hong Kong) Thai *Simplified Chinese (China): please inquire Please contact us
<b>Distribution Date</b>	Please contact us as some months may not be available depending on the language. We will contact you regarding delivery availability in the month before the desired delivery month.
<b>Number of slots</b>	Max. 2 spaces per distribution *Posting position cannot be specified
<b>Places to be published</b>	Bottom of Peach Newsletter Bottom of TOPICS column
<b>Number of members</b>	Please contact us
<b>Text</b>	• Banner • Text under the banner Up to 36 double-byte characters with [AD] (4 letters) at the beginning.
<b>Link to</b>	External links allowed (Please supply URL)
<b>Application deadline</b>	By the 15th of the month prior to the month of implementation
<b>Deadline of submission</b>	By the 20th of the month prior to the month of implementation
<b>Report</b>	Number of deliveries, open rates, and banner clicks

# Display your company's coupons in the airline ticket booking flow and itinerary

1. Display a coupon for a special offer on the airline ticket reservation screen 2. Deliver the coupon to the itinerary of the customer who selected "Issue"

## 1. Airline Ticket Booking Screen

検索 フライト選択 お客様情報 座席・手荷物 追加オプション 最終確認・購入 完了

おすすめ情報

AD

色々なサービスをお得に利用できるクーポンコードを希望者限定で発行中！  
発行方法は、欲しいクーポンの「発行する」を選択するだけ！

（訪日旅客対象）日本最大級家電量販店エディオンで使える割引券

対象フライト

4/18 10:50 台北 (桃園) → 4/18 14:35 大阪 (関西)

（訪日旅客対象）日本最大級家電量販店エディオンで使える割引券

（訪日旅客対象）日本最大級家電量販店エディオンで美しいお買い物をお得にしませんか？本クーポンをご使用いただきますと発税10%・7%・5%を運賃業種より割引いたします。詳しくは発券係員まで。

10% OFF

7% OFF

5% OFF

無料  発行する  発行しない

## 2. Itinerary

おすすめ情報

（訪日旅客対象）日本最大級家電量販店エディオンで使える割引券

クーポンコード

10% OFF

7% OFF

5% OFF

神戸-関空ベイ・シャトル 片道・往復 割引クーポン

クーポンコード

P2362

詳しくはこちら

- Segmentation of routes is possible.
- Please submit your itinerary in at least two languages, Japanese and English, as it will be posted on the website in all languages.
- Coupon codes for the itinerary can be JAN, string, or QR.

Coupon codes, including QR codes, are not intended to be transferred to external websites, but are intended to be read in stores.

- Please make sure that the linked site has been uploaded at the time of submission.

Strictly Confidential 2018 Peach Aviation Limited

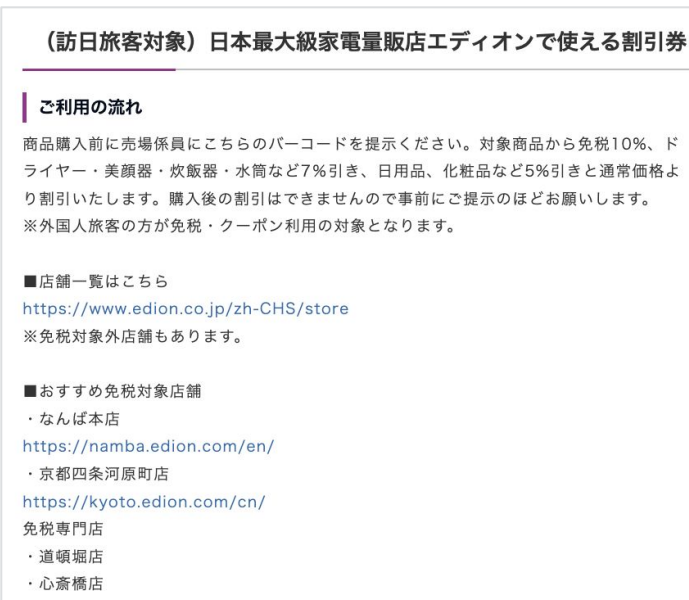
Fee	Please contact us
Publication Period	Minimum 1 month from the first day of business each month
Number of slots	2 slots per route *Selection of slot location is not available in principle
Pages	1. Reservation site 2. Itinerary 3. Coupon usage page
Text	①Banner (common to all languages) ②Title and coupon name ③Explanatory text of coupon outline ④Coupon code to be displayed Either a text string/JAN code/QR code ⑤Flow of use (in text) How to use the service, URL of the target site, etc. <b>*Please prepare ②, ③, and ⑤ in at least two languages (Japanese and English)</b>
Application deadline	22 business days prior
Deadline of submission	15 business days prior
Report	Number of reservations, number and rate of coupons issued

## 1. Airline Ticket Booking Screen



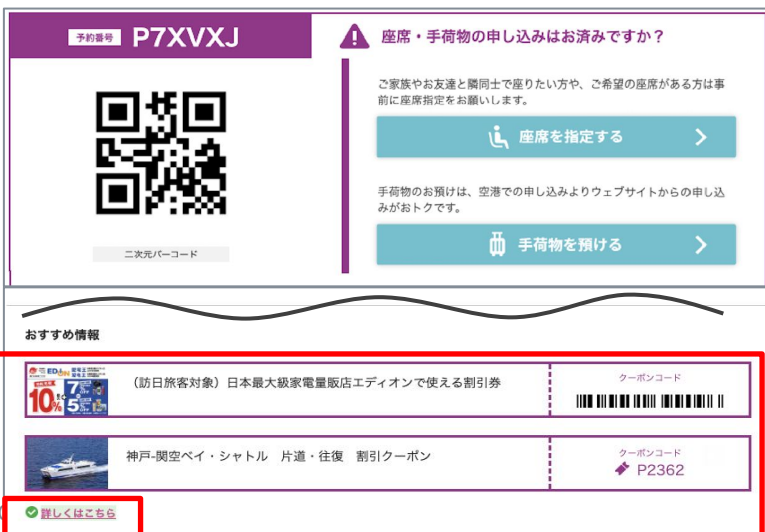
The coupon selected "Publish" at the time of reservation will be delivered to the reservation holder's itinerary.

## 3. Pages of how to use



Supplementary explanation pages are also provided on how to use the coupon, eligible stores, etc.

## 2. Itinerary



## Can approach customers 3 days prior to boarding date!

Reminder emails that arrives 3 days prior to passenger boarding allows for last-minute travel announcements media

AD

Fee/Month	Japanese Traditional Chinese (Taiwan) English Hangul (Korean) Traditional Chinese (Hong Kong) Thai *Simplified Chinese (China): please inquire Please contact us
Delivery Date	3 days before boarding date
Number of slots	Max. 3 slots *Posting position cannot be specified
Pages	Reminder mail lower part: Arrival airport can be specified.
Number of deliveries/month	Please contact us
Text	<ul style="list-style-type: none"> <li>• Banner</li> <li>• Text under the banner</li> </ul> Up to 36 double-byte characters with [AD] (4 letters) at the beginning.
Link to	External links allowed (Please supply URL)
Application Deadline	15 business days prior
Deadline of submission	10 business days prior
Report	(Total for all routes by language) Number of deliveries and open rates, number of banner clicks

- Prior review of the company, the content of the advertisement, and the advertising expression will be conducted.
- Cannot specify the position of publication
- Media specifications and page layouts are subject to change.
- Please make sure that the linked site has been uploaded at the time of submission.
- Cancellations and changes cannot be made after the application has been submitted.

Flight attendants will introduce your product through in-flight announcements and hand-deliver samples of your product to each passenger.



Flight schedules, aircraft movements, weather conditions, and safety and security requirements are subject to change. Please consult with us in advance.

- Airline administration fee, international flight fee and in-flight loading fee are net fees.
- Please be sure to read the precautions on the next page.

<b>Fee</b>	Distribution unit price Airline administration fee (net) International airline administration fee (net) In-flight loading fee (net) Please contact us
<b>Distribution period</b>	Consult with us according to route and number of copies
<b>Number of slots</b>	1 slot Priority to determine
<b>Quantity</b>	From 3,000 pieces
<b>Distributed items</b>	<ul style="list-style-type: none"> <li>• Items that can be hand-delivered by flight attendants</li> <li>• Weight: max. 100g/piece</li> <li>• Size: subject to separate screening.</li> </ul> If more than one item is to be distributed, please deliver them together in a bag no larger than A4 size (297mm (top and bottom) x 210mm (left and right)).
<b>Method</b>	In principle during stable overflight Distributed by flight attendants after announcement
<b>Application Deadline</b>	60 days prior to start of distribution
<b>Deadline of submission</b>	Submission of distribution items: 21 days prior to start of distribution Announcement draft: 21 days prior to start of distribution Delivery: 14 days prior to start of distribution
<b>Report</b>	Report of distribution completion

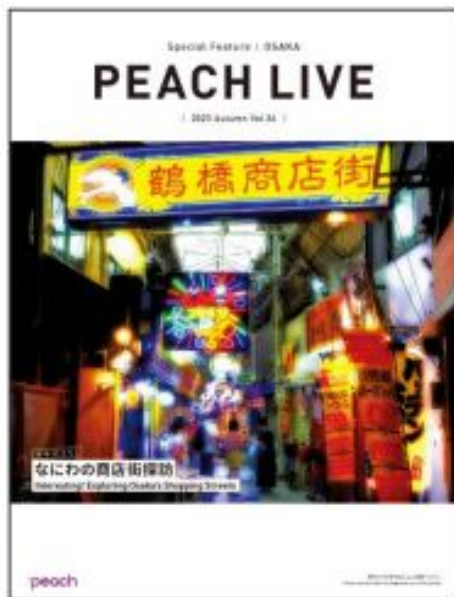
## Precautions

- Sampling may be refused depending on the weight, the form of mounting, and the size of the product.  
Please consult with us as soon as possible so that we can verify the product before application and let you know if it is possible to conduct the sampling or not.
- Please clearly indicate the contact information on the product to be distributed.  
If the product is not labeled, please prepare cards with contact information.
- Please be sure to inform us of the details of the creative data, actual dimensions, and form of the distributed items at least 21 days prior to start of distribution.
- Please prepare a draft of the in-flight announcement for flight attendants at least 21 days prior to start of distribution.  
If sampling on international flights, please prepare a draft in English as well.  
(Please provide information such as the product name and characteristics of the product to be distributed in approximately 150 words.)
- If the distributed items include food, beverages, medicines, or other items that passengers may eat, drink, or take, or if they fall under the category of hazardous materials for aviation security purposes, we may refuse the sampling.
- We will screen the companies and the contents, expressions, and creativity of the distribution materials in advance.
- We ask that advertisers take safety measures, such as compliance with the Product Liability Law, when sampling products.
- In the unlikely event that distribution is not completed within the contract period, the contract will be terminated on the due date.  
**Please note that remaining items will not be returned.**
- Please note that distribution may be terminated even within the contract period if the quantity of the product is less than the number of units that can be distributed per unit. Please understand this beforehand.  
In such cases, **the remaining items will not be returned.**

Equipped on all aircraft and all seats!

Can be reach out to customers through paper media!

This magazine is possible to communicate well in the limited in-flight space.




In-flight magazine cover image

<b>Fee</b>	Varies depending on the slot. Please refer to the next page.
<b>Publication Period</b>	3 months (Quarterly)
<b>Month of issue</b>	June 1st, September 1st 2024 Please contact us for information on issues after December.
<b>Size</b>	A4 size (not to be taken home)
<b>Language</b>	Japanese and English (common to all domestic and international flights)
<b>Number of readers</b>	Please contact us
<b>Application Deadline (approximate)</b>	(For pure advertisements) 45 business days prior to publication *For tie-up articles, the content will vary depending on the project. Please contact us for details.
<b>Deadline of submission (approximate)</b>	(For pure ads) 30 business days before publication
<b>Report</b>	Number of passengers during the period



## In-flight magazine publication fee

<b>Table 4 (Back cover)</b>	<div style="text-align: center;">    Please contact us </div>
<b>Table 3 (back side of back cover)</b>	
<b>Table 2 (back side of front cover)</b>	
<b>Table of Contents opposite</b>	
<b>Inside 1P</b>	
<b>Inside 1P (1/2 ad × 2 slots)</b>	
<b>Inside 2P (Two-page spread)</b>	
<b>Tie-up production costs (net)</b>	

Prior review of the company, the content of the advertisement, and the advertising expression will be conducted.

Booking consideration

Before boarding

Booking

In-flight

# PEACH LIVE In-flight magazine ads (Page Samples)

# peach

Yellow = Tie-up ads    Pink = Pure ads



## Flight attendants will help you promote your products

Responding to surveys and filming, dispatching to events, etc.



Fee	<ul style="list-style-type: none"> <li>◆ Flight attendant dispatch (per person per day) Please contact us</li> <li>◆ Survey (about 10 questions for 20 people) Please contact us</li> </ul>
Secretariat fee	Please contact us
Terms and Conditions	<ul style="list-style-type: none"> <li>・Dispatch: Price is per person per day</li> <li>・Survey: Additional people/questions can be negotiated.</li> <li>※Please note that The number of flight attendants may not be available due to shifts.</li> </ul>
Application Deadline	3 months before (approx.)
Planning Deadline	2 months before

- ・Prior review of the company, the content of the advertisement, and the advertising expression will be conducted.
- ・Cancellations and changes cannot be made after the application has been submitted.
- ・We will not be able to audition flight attendants.
- ・There is a possibility that we may not be able to meet your request for a flight attendant.
- ・Please note that we may not be able to meet your request depending on the content and the shifts of the flight attendants.
- ・If filming is required, all costs related to filming must be borne by your company.
- ・We may not be able to respond to questionnaires that require a long period of time to complete or that are to be taken (diet foods, medicines, etc.).
- ・If you would like to use your comments or photographed materials in various media, Peach will check and approve them in advance.
- ・Please consult with us in advance for secondary use of materials, which may incur additional costs.
- ・Please consult with us in advance as there is a limit to the number of flight attendant operating hours per day.

## Decorate Peach's aircraft! Highly visible and topical advertisements

Large stickers are placed on both sides of the back of the aircraft to reach a large number of passengers.



\*Decals can only be applied to the rear of the aircraft.

<b>Fee</b>	It depends on the availability of materials. Please contact us
<b>Publication Period</b>	Minimum 6 months (more than 6 months in increments of 6 months)
<b>Aircraft</b>	1 aircraft *Aircraft cannot be specified
<b>Routes</b>	All domestic international flights (cannot be specified due to random operation)
<b>Max. size</b>	(Left side) 3,000 mm (H) x 6,800 mm (W) (Right side) 3,000 mm (V) x 6,800 mm (W) *Specifications may vary depending on design and construction conditions
<b>Application Deadline</b>	6 months before (approx.)
<b>Deadline of submission</b>	4 months before (approx.)

Due to the availability of decal materials, new applications are temporarily suspended as of March 2024.

## Precautions

- Please note that we will screen your company in advance. We may not be able to accept your application depending on the content, expression, and creative screening of the display.
- Designs that may damage the Peach brand or cause air traffic controllers to misidentify Peach as an airline are not acceptable.
- Designs that cover the window frame are not permitted.
- Please note that it will take time for the company to screen and confirm the receipt of decal materials. Please consult with us as early as possible, as the standard application period is 6 months prior to the desired date.
- The aircraft cannot be specified.
- The start date of the display will be decided upon consultation with the client after adjusting the aircraft work schedule.
- Please note that the scheduled construction date may be changed by a few days due to weather conditions or aircraft movements. Please understand this in advance.
- If the decal is to be removed for the advertiser's own reasons, the work schedule will be adjusted accordingly. Please note that we cannot respond to requests for a specific date.
- During the winter season, the pasting process may not be possible due to environmental reasons, so please consult with us as soon as possible when considering this option.

## Placing stickers on aircraft doors and welcoming passengers with in-flight announcements!

Stickers will be placed on the boarding doors near the passengers, and welcome announcements will be made with the name of the aircraft.



Image of paste location



### • Example of in-flight announcement

『Hello everyone. Welcome to Peach.  
This is flight MM123, ...  
Thank you for flying with us today.』

<b>Fee</b>	It depends on the availability of materials. Please contact us.
<b>Publication Period</b>	1 month (negotiable for extension)
<b>Aircraft</b>	1 aircraft *Aircraft cannot be specified.
<b>Routes</b>	All domestic international flights (cannot be specified due to random operation)
<b>Max. size</b>	450mm (length) x 700mm (width) (*Subject to change depending on design and construction conditions)
<b>location</b>	Left side of the front of the aircraft, below the door for boarding and deplaning
<b>Application Deadline</b>	4 months prior (approx.)
<b>Deadline of submission</b>	2 months prior (approx.)

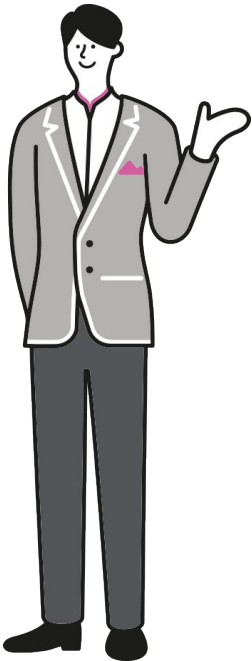
Due to the availability of decal materials, new applications are temporarily suspended as of March 2024.

## Precautions

- Please note that we will screen your company in advance. We may not be able to accept your application depending on the content, expression, and creative screening of the display.
- Designs that may damage the Peach brand or cause air traffic controllers to misidentify Peach as an airline are not acceptable.
- Please note that it will take time for the company to screen and confirm the receipt of decal materials. Please allow approximately 4 months lead time from application to posting.
- The aircraft cannot be specified.
- The start date of the display will be decided upon consultation with the client after adjusting the aircraft work schedule.
- Please note that the scheduled construction date may be changed by a few days due to weather conditions or aircraft movements. Please understand this in advance.
- If the decal is to be removed for the advertiser's own reasons, the work schedule will be adjusted accordingly.  
Please note that we cannot respond to requests for a specific date.
- During the winter season, the pasting process may not be possible due to environmental reasons, so please consult with us as soon as possible when considering this option.

We accept consultations on projects  
and collaboration measures that are not on the menu.

Please do not hesitate to contact us.



Inquiry

Peach Aviation Ltd.  
Advertising contact  
[advertisement@flypeach.com](mailto:advertisement@flypeach.com)

