

MEDIA KIT

2023

ONAIR

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IN-FLIGHT MAGAZINE



airguyane

ÉDITIONS
Ante insulæ
anteinsulæ.fr



ANTE INSULAE, EDITIONS CARIBÉENNES

Ante Insulae is a Caribbean publishing house founded in Guadeloupe in 2015.

The word "Antille" initially used as a singular noun, comes from the Portuguese (ante-illa), an island in front of a continent, and in Latin, ante insulae. It is this etymology that lends its name to Editions Ante Insulae, which over the years has specialized in the publishing of onboard airline magazines in the Caribbean and as far as French Guiana.

Disconnected from all wi-fi networks, nestled in a leather seat with a view of the ocean, the reader is immersed in the Caribbean for a moment of reverie, discovery, and relaxation... right until landing, when the dream can become reality.

The DNA of Ante Insulae is above all the story of those who love the Caribbean, joining forces to promote the magic of the West Indies, the richness of islands full of wonders on land, at sea, and in the air!

Ante Insulae has created:

- ONAIR for the airlines Air Antilles and Air Guyane,
- WINAIR Magazine for the airline WINAIR,
- THE COMMUTER for the airline St Barth Commuter, and
- AWAY for the airline St Barth Executive.

Welcome aboard ONAIR Magazine



ONAIR



ONAIR MAGAZINE, IN THE AIR AND ONLINE!

A bimonthly magazine for the airlines   

Distribution On the fleet of planes for AIR ANTILLES and AIR GUYANE and in the airports of Guadeloupe, Martinique, St Martin, St Barth

Printing 5,000 copies per issue

Readership More than 60,000 readers per issue (many people take them from the planes)

Online B-to-B website: onairmag.fr / B-to-C website: onair.news
Facebook / Instagram: On Air Magazine
airantilles.com / airguyane.com / anteinsulae.fr

Languages French and English

Format 198 L x 280 H mm (Equal to format A4)

Printing Square glued-back binding / Soft-touch coating/ Selectively applied spot varnishes and silver

Editorial goal

To give passengers the desire to explore the Caribbean in a large sense and from diverse angles. (Destinations / Art & Culture / Unusual places / Celebrities / Economy / Sports...)

Sections Tourism / Getaways / Nature / Sports / Culture / Cuisine / News / Festivals / Wellbeing...
And others in keeping with Caribbean news and events worth promoting!



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ONAIR MAGAZINE, A DEDICATED STAFF

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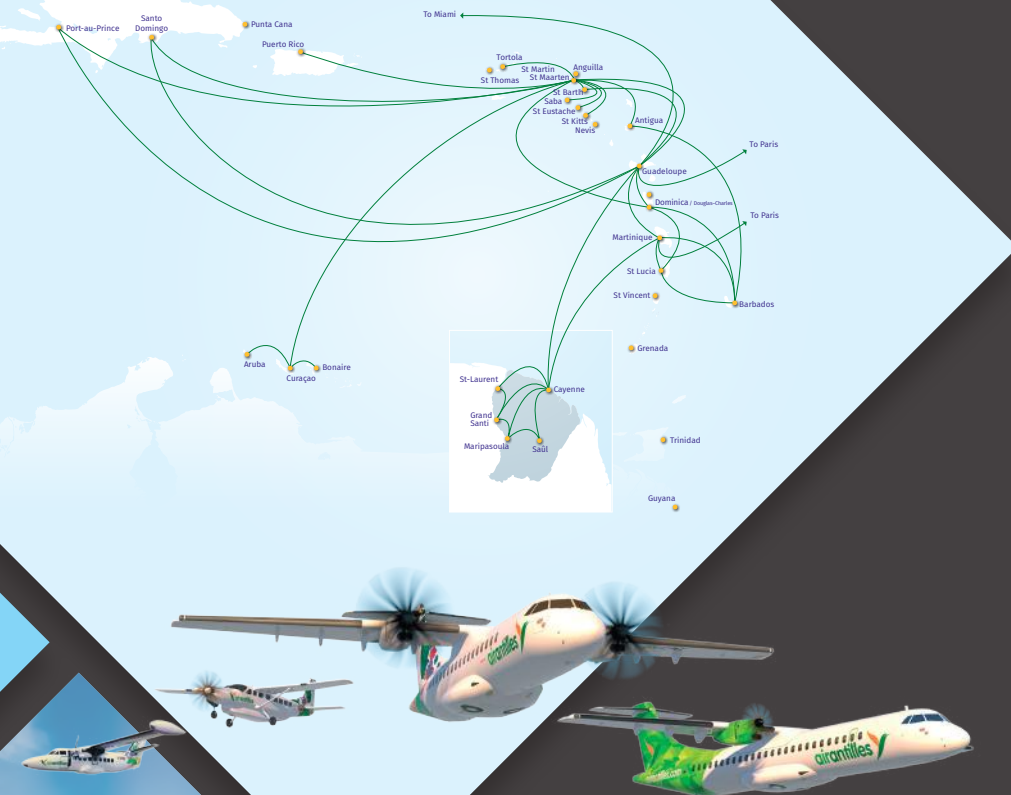
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THE AIRLINES BY NUMBERS



airantilles 

> 400 000 passengers /year

GUADELOUPE / MARTINIQUE / DOMINICA / BARBADOS
SAINT MARTIN / SAINT BARTHÉLEMY / SAINT LUCIA
DOMINICAN REPUBLIC / PUERTO RICO / SABA / SAINT KITTS /
SAINT EUSTACHE / TORTOLA / CURAÇAO
And others to come...

airguyane 

> 100 000 passengers /year

CAYENNE / SAINT-LAURENT / SAÛL
GRAND SANTI / MARIPASOULA

16 AIRCRAFT

2 ATR 72-600 / 5 ATR 42-500
4 TWIN OTTER / 4 LET 410
1 CESSNA CARAVAN



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ONAIR MAGAZINE, IN THE AIR AND ONLINE!

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Advertising space and rates	1 insertion	3 insertions (rate per insertion)	6 insertions (rate per insertion)
Double page	4500€ HT	4100€ HT	3700€ HT
Back cover	4200€ HT	3800€ HT	3200€ HT
Inside front & inside back covers	3600€ HT	3200€ HT	2800€ HT
Page across from Editorial	3000€ HT	2700€ HT	2300€ HT
Interior page	2600€ HT	2300€ HT	2000€ HT

DOUBLE PAGE FORMAT
FULL PAGE FORMAT

396 L x 280 H (+5mm border) / Four-color process
198 L x 280 H (+5mm border) / Four-color process

Please send all artwork as a high-definition PDF. Resolution: 300 dpi

On demand:
Editorial for your articles 300€ flat-rate for a double page.
Photography 150€ flat-rate



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ONAIR MAGAZINE, IN THE AIR AND ONLINE!

e-ONAIR

ONAIR Magazine is also an entire digital ecosystem that extends your visibility online:

NEWSLETTER

Subscribers: 135K

Open rate: 17% / Frequency: every month

SOCIAL MEDIA

ONAIR / AIRANTILLES / AIRGUYANE : + 70K subscribers

SILVER PACK: 650€

Advertorial content in a Newsletter + social media (including 50€ sponsorship)

GOLD PACK: 1000€

Advertorial content in 2 Newsletters + social media (including 100€ sponsorship)

PLATIUM PACK: 1300€

Advertorial content in 2 Newsletters + social media (including 100€ sponsorship)
+ 1 month presence on the onair.news web portal

Please send all artwork as.jpg or .png / Resolution: 150 dpi maxi.

On demand:

Creation of a Landing Page 350€

Photography, starting at 150€

Design of your artwork, starting at 350€





TÊTI'AIR, YOUR IMAGE IS SEEN EVEN IN THE AIR

TÊTI'AIR

To reach even higher and increase your visibility on our airlines, we can provide an unusual, innovative advertising option with great impact... headrest graphics with your image!

2 months	5000€ HT	Reach more than 80,000 people on average
6 months	14 000€ HT	Reach more than 240,000 people on average
12 months	26 000€ HT	Reach more than 480,000 people on average

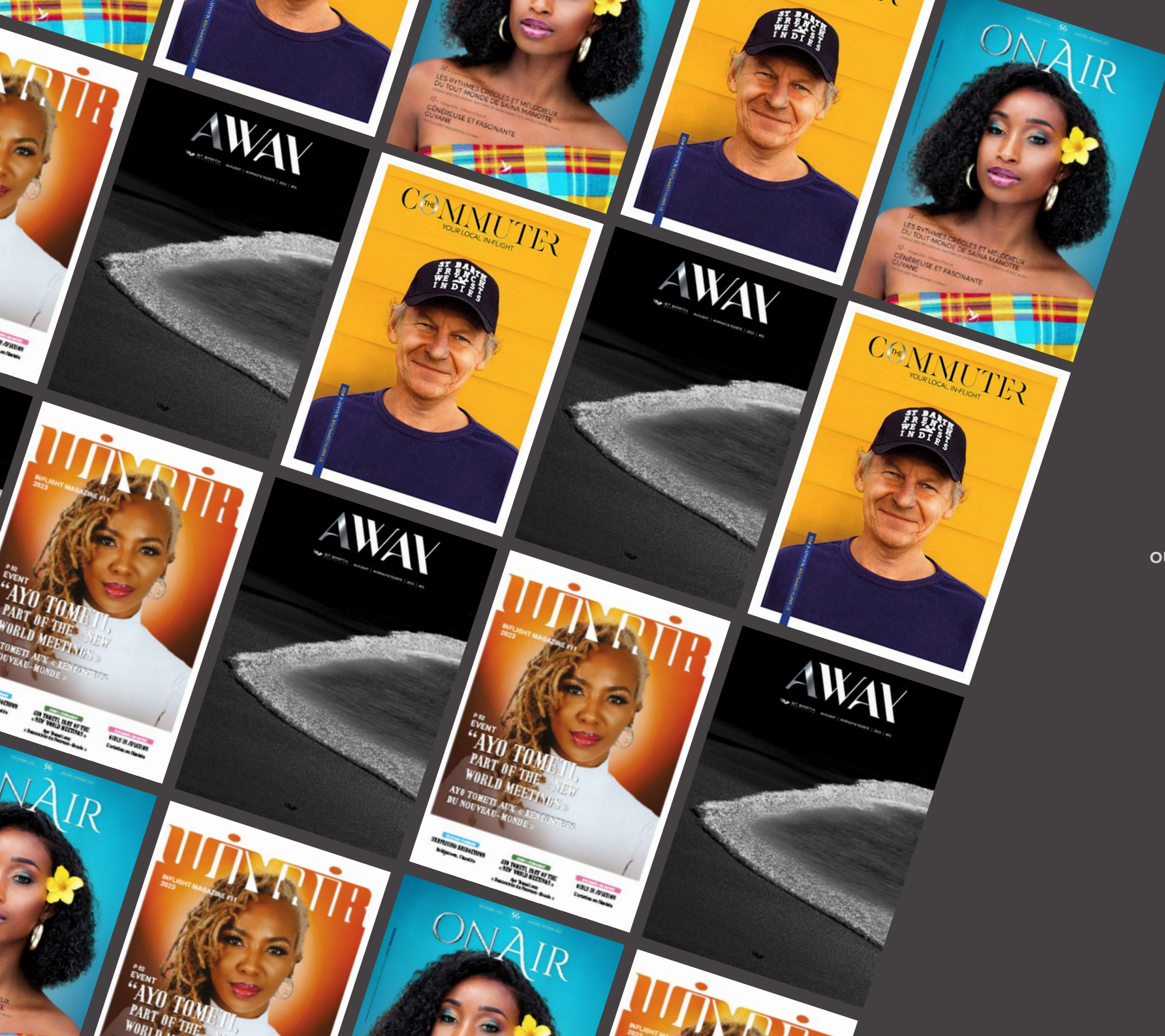
Please contact us for a period of more than 12 months or a special combination of ONAIR + TÊTI'AIR
VISUAL FORMAT 210 L x 160 H (+5mm border) / Four-color process

On demand:
Design of your image: starting at 350€

Please send us your artwork as a high-res PDF. Resolution: 300 dpi



TÊTI'AIR



Read issues of
our magazines online
at anteinsulae.fr