

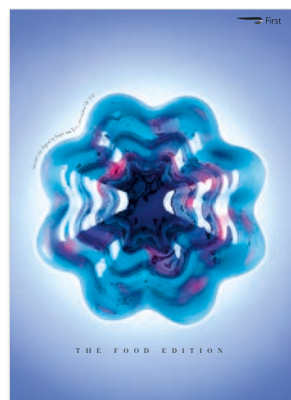


M E D I A P A C K 2 0 1 7

W E L C O M E

First is the quarterly magazine produced exclusively for British Airways First passengers, redefining what 'luxury' means now for the most discerning audience in the world. For our readers, real luxury is an experience and an attitude, not a price tag. It is created by time, skill, craft, heritage and expertise.

First magazine reflects these values through its 'hand crafted, personally chosen' proposition. Focusing on a different theme each issue, the magazine is created by an expert group of specially invited makers, thinkers and doers. And to reflect its collectable quality, *First* is a specialist size – smaller than A4, but bigger than A5.



Potential readership
100,000 (per edition)

READERSHIP PROFILE

First customers are an exclusive audience who share over-scheduled lives, well-travelled backgrounds and discerning tastes. Their time in First is valued as a rare opportunity for them to relax and unwind. Designed to reflect their experiences, interests and peer group, *First* magazine is an unbeatable opportunity to reach and engage this audience.



Male 62%
 Female 38%
 Average age 41
 (Source: IAS 2016)

MISSION STATEMENT



Customers respond to *First* magazine because...

It is beautiful, calm and inspiring

—

It is unique: containing perspectives and content that can't be found
in the same way anywhere else

—

It is compelling: produced by world-class writers and creators

—

It is discerning and understands the real meaning of luxury

T H E M E S 2 0 1 7

Each issue is themed around a concept that holds commercial potential and is intrinsically related to the BA brand

Spaces Edition

January-March 2017

homes / interiors / property /
architecture / gardens /
accessories / lifestyle /
destinations



Water Edition

April-June 2017

yachts / spas / jewellery /
accessories / fashion /
destinations / lifestyle



Earth Edition

July-September 2017

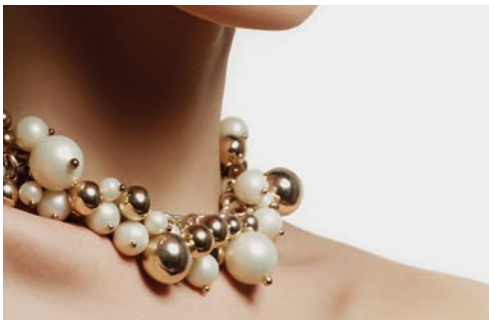
destinations / design / green
spaces / property / accessories
/ architecture / lifestyle



Body Edition

October-December 2017

jewellery / food and drink /
fashion / destinations / beauty /
fragrance / detox / festive gifts



i P A D E D I T I O N

First is also available in iPad form, and includes all advertising pages featured in the magazine. In addition, the iPad edition can be sponsored by a single advertiser. This includes a logo on the front cover of the tablet magazine, a branded button on the contents page and an interactive media gallery.



ADVERTORIALS

Our dedicated creative team is experienced in knowing what will appeal to our readers, and will work closely with clients to produce pages that are tailored to suit their needs – with the impact that only *First* can deliver.

Photography, artwork and copy are subject to client's approval.



R A T E C A R D 2 0 1 7



Publishing/copy deadlines

Issue	Deadline
Jan-March 2017	1 Dec 2016
April-June 2017	3 March 2017
July-Sept 2017	2 June 2017
Oct-Dec 2017	1 Sept 2017

Ratecard

Full page – run of mag	£9,185
Front half/right hand page	£10,020
First right hand page	£11,478
Page facing contents	£12,402
Outside back page	£14,960
Inside front cover	£13,365
Inside back cover	£12,870
DPS	£17,675
DPS inside front cover	£22,825
Advertorial	Rate card plus 25%



All pages included in iPad edition



iPad sponsorship £15,678

- Includes logo on front cover of tablet magazine
- Branded button on contents page
- Interactive media gallery

Contact

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