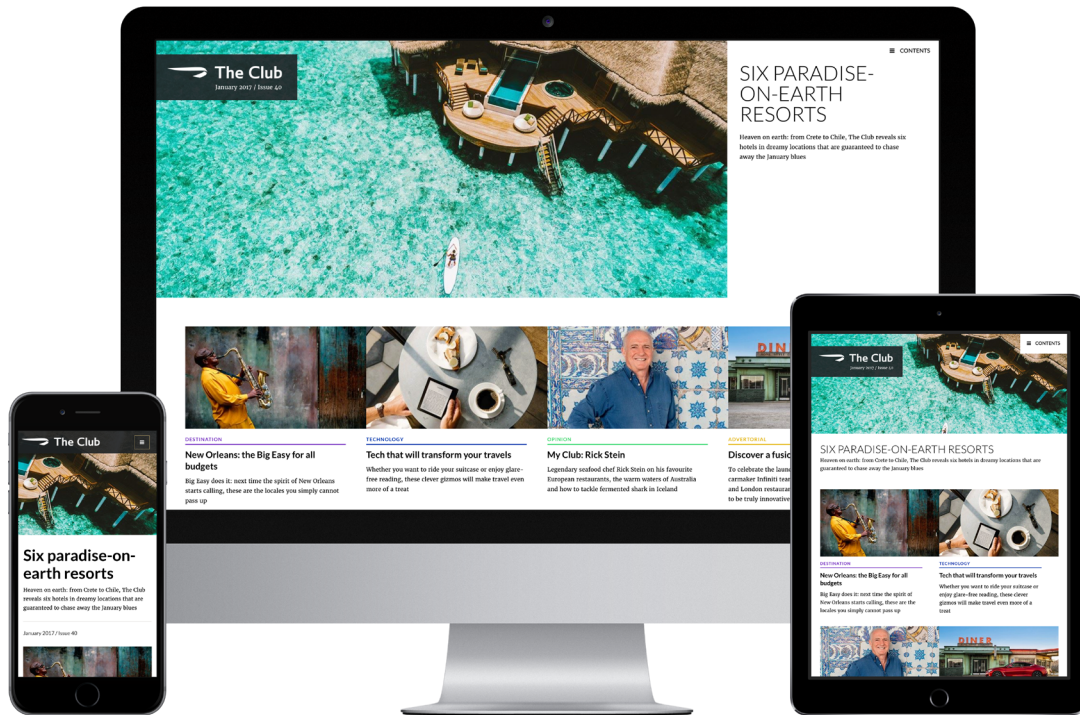




**The Club Media Pack 2017**

# The Club



*The Club* is an award-winning, multi-platform travel magazine emailed to 3.8 million British Airways Executive Club members every month.

*The Club* appeals to those who want an expert perspective or the 'inside track' on travelling. The magazine uses experts, lists and bespoke travel content to raise the bar. Features are surprising and rewarding, ensuring that the readers are one step ahead of the crowd.

The magazine is translated into nine other languages\*, meaning it reaches a truly global audience.

*The Club's* performance is constantly monitored and optimised to improve the user experience and, ultimately, to boost engagement.

[www.theclub.ba.com](http://www.theclub.ba.com)



**CMA Awards (2016)**  
Gold Award  
Best Membership



**DMA Awards (2016)**  
Winner  
Magazine Website  
of the Year



**PPA Awards (2015)**  
Winner  
Digital Magazine  
of the Year



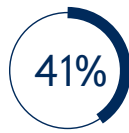
**CMA Awards (2015)**  
Silver Award  
Best Consumer Membership

\*French, Spanish, Italian, German, Russian, Latin American Spanish, Latin American Portuguese, Chinese and Japanese

# The Executive Club – BA's Most Valuable Customers



Male



Female



AB



ABC1



159% more likely to have  
spent £1,500 on jewellery  
than the average affluent  
Briton



75% more likely to have  
spent £30k+ on their car  
than the average affluent  
Briton



1m Executive Club members  
agree that they have a keen  
sense of adventure



926k Executive Club  
members agree that there  
are certain luxuries they  
cannot do without



901k Executive Club  
members agree that they're  
prepared to pay more for  
using the VIP areas/premier  
seating/lounges

48

Average age

5

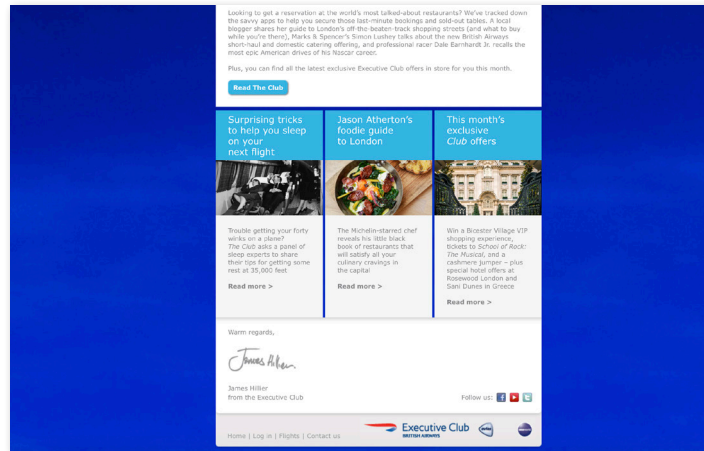
Average number of  
international business trips  
taken by Executive Club  
members in the past 12  
months

787k

Executive Club members have  
spent £2,500+ per person per  
holiday

Source: Premier TGI 2016

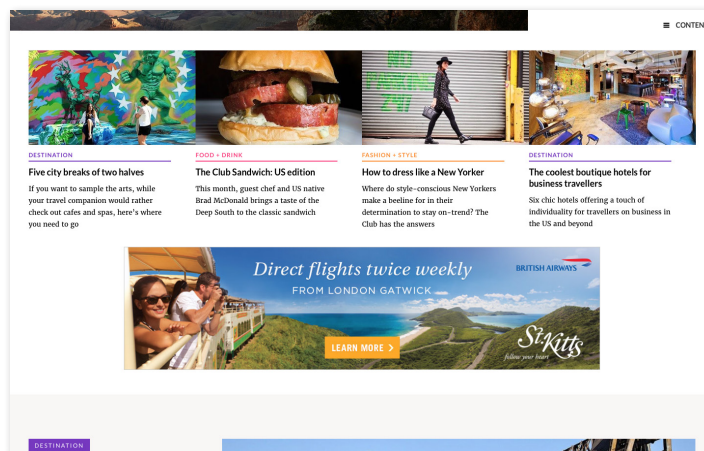
# Advertising Opportunities



▲  
**Email: £22,000 per issue**



▲  
**Advertorial: £14,500 per issue. (Includes 200,000 targeted banners to Executive Club members on ba.com)**



▲  
**Leaderboard: £12,000 per issue**

# Calendar

Issue Number	Issue	Advertorial Brief Deadline	Banner Deadline	Live Date
40	Jan 2017	8 Nov 2016	10 Dec 2016	20 Dec 2016
41	Feb 2017	29 Nov 2016	15 Jan 2017	25 Jan 2017
42	Mar 2017	17 Jan 2017	18 Feb 2017	28 Feb 2017
43	Apr 2017	14 Feb 2017	20 Mar 2017	30 Mar 2017
44	May 2017	14 Mar 2017	17 Apr 2017	27 Apr 2017
45	Jun 2017	17 Apr 2017	21 May 2017	31 May 2017
46	Jul 2017	16 May 2017	19 Jun 2017	29 Jun 2017
47	Aug 2017	13 Jun 2017	17 Jul 2017	27 Jul 2017
48	Sep 2017	18 Jul 2017	21 Aug 2017	31 Aug 2017
49	Oct 2017	15 Aug 2017	18 Sept 2017	28 Sept 2017
50	Nov 2017	19 Sept 2017	21 Oct 2017	31 Oct 2017
51	Dec 2017	17 Oct 2017	20 Nov 2017	30 Nov 2017
52	Jan 2018	7 Nov 2017	9 Dec 2017	19 Dec 2017

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## Visit

[www.bamedia.co.uk](http://www.bamedia.co.uk)