

# WELCOME ABOARD!

MEDIA KIT . ADVERTISING OPPORTUNITIES. 2025



We are very happy to have you with us!

Step into our world and discover how TAP's unique advertising opportunities can take your brand to new heights, allowing you to reach a global audience in a meaningful and impactful way.

Explore our Media Kit to learn how we can help you achieve your marketing goals.

**TAP** AIRPORTUGAL

**Abraça o Mundo**

# About TAP Air Portugal

## For 79 years as the leading airline in Portugal

TAP Air Portugal is the leading airline in Portugal and a member of the Star Alliance since 2005. Flying since March 1945, TAP has its hub in Lisbon, a privileged access platform in Europe, at the crossroads with Africa, North, Central and South America, being the leader in the operation between Europe and Brazil.

Currently, we offer more than 1070 flights per week, to 80 cities in 31 countries, through the Company's network of destinations, which comprises six airports in Portugal, 10 in North America, 13 in Central and South America, 13 in Africa and 38 in Europe (in addition to Portugal).

We have made a clear commitment to modernize the fleet and offer the best product in the sector to our Customers. We operate one of the youngest fleets in the world, with all of Airbus' next-generation NEO aircraft: A320neo, A321neo, A321LR and A330neo, with superior efficiency and reduced emissions levels. TAP also operates 19 Embraer aircraft in its regional fleet (TAP Express).

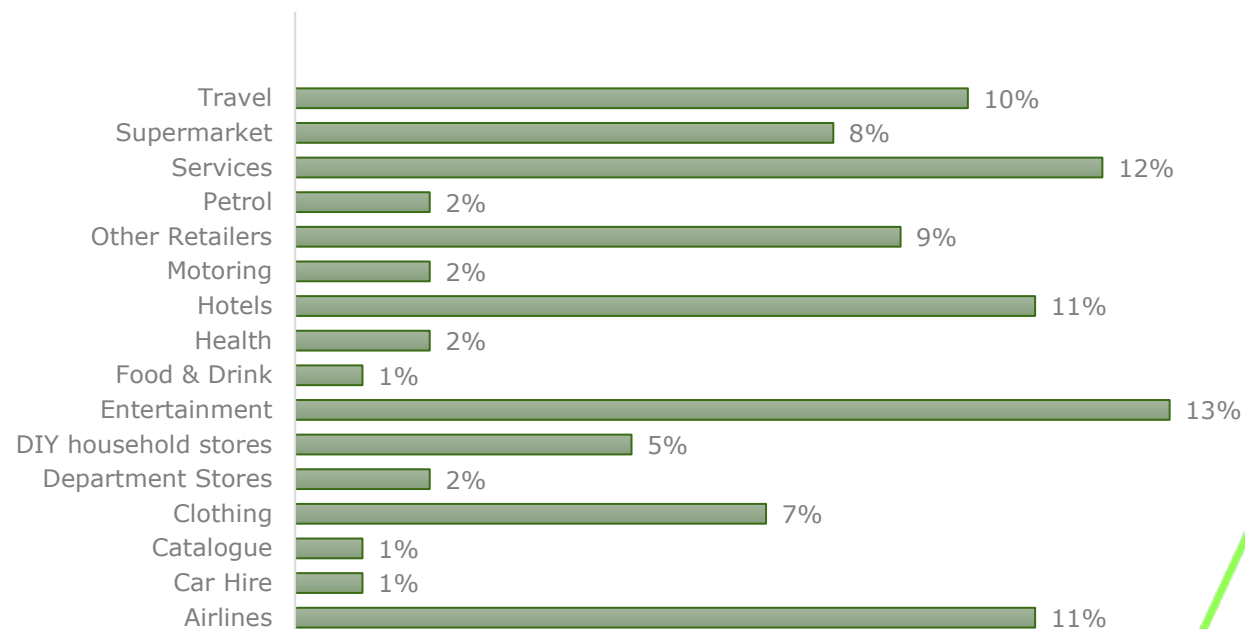
**We are the safest airline in Europe and the 11th safest in the world**, according to Airline Ratings, as well as the **World's Leading Airline to Africa and South America**, recognized and awarded at the World Travel Awards.



# Our customers

## Where do our customers spend money?

Based on anonymous information about the use of our credit cards, we can get a view of where our customers are spending their money.



Dados de 2023

# Who are our customers on long-haul flights?

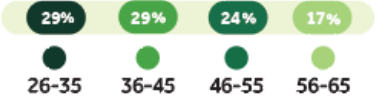
North America, South America and Africa (Maputo, Luanda and São Tomé)

## Clients around the world <sup>(1)</sup>



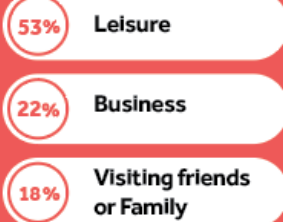
BR	26,5%
PT	17,6%
USA	13,11%
FR	6,3%
ES	4,8%
GB	4,5%

## Age group <sup>(1)</sup>



**i 53%** **i 47%** <sup>(1)</sup>

## Type of travellers <sup>(2)</sup>



## Nb. of Clients

Expected in 2025  
(with entertainment  
on board)

**4.5 million**



(1) Source Miles&Go costumers (2) Source NPS  
2024 Data

# Platform In-flight entertainment





# Platform

TAP has a state-of-the-art entertainment system, considered one of the best in the industry.

You have the latest Hollywood blockbusters, the most popular TV series and the best music albums and playlists available.

Unlike other web platforms, the entertainment system manages to engage passengers for hours with many segmentation options.

In 2024:



**9.5 Million**  
hours of content

**3h30**  
Average viewtime per passenger



**441**  
Movies

**1480**  
TV episodes

**418**  
Music Albums



**8** Available languages

# Global Reach, Guaranteed Impact

This system is available on all flights to destinations in North America, South America and Africa (Maputo, Luanda and São Tomé) and on some European flights.

With more than **4.5 million annual passengers**, TAP's in-flight entertainment system offers a unique opportunity for brands looking to reach a diverse and attentive audience.

Whether they're leisure travelers or business executives, your brand will be in the spotlight.

## Advantages

- Global Audience
- High exposure time
- Focused Environment

## Targeting Options

- By flights in or out of the HUB
- By routes (Brazil, USA, Canada, etc)
- Business, Economy, or Both
- By language (PT or EN)

## Ad Options

- Sponsorship based on impressions or views (CPM/CPV)
- Time window-based sponsorship







# Advertise with us

## Pre-roll vídeo

Video shown before the movies or series episodes chosen by the passengers.

## Interstitial

The image that is visible when the passenger navigates between sections of the platform.

## Video Player Banner

Banner is displayed whenever the passenger is watching a movie and touches the screen

## Homescreen Widget

It allows you to highlight your brand on the main curation screen.

## Section Banner

Displayed when the passenger navigates through the different sections of content.

## Content Grid Menu

Displayed when the passenger searches for content.

## Weather Info

Banner available in the weather forecast section.

## Kid Section

Set of placements that can be made in the KIDS section

## Special projects

### Background Image

Background image displayed on the welcome screen.

### Personalized Messages

Messages sent to passengers throughout the flight.

### Branded Content

Branded content that can be mixed with our entertainment catalog.

## Video Pre-roll

Video shown before the movies or series episodes chosen by the passengers.

Maximum duration: 30 seconds

Skip ad option

## Specifications

- Delivery of the video must be made at least 3 weeks before the start date of the campaign
- Video: Mpeg4 h264 -1920x1080 – 10Mbps
- Bilingual Content

Note:

It is shown randomly if there are different campaigns implemented.



## Interstitial

One of the best ways to promote products and services is through inspirational images.

The image is visible when the passenger navigates between the different sections of the platform.

## Specifications

- Delivery of the image must be made at least 3 weeks before the start date of the campaign
- Image – JPEG 1920Wx1080H
- Bilingual Content

Note:

It is shown randomly when there are different campaigns implemented. This banner remains static for a few seconds and can be closed after that time.





## Video player banner

This banner is activated multiple times during the passenger's journey. Whenever the passenger wants to pause/control the volume/select the language and subtitles or control the brightness, the banner is displayed.

### Specifications

- Delivery of the image must be made at least 3 weeks before the start date of the campaign
- Image – JPEG 1920Wx200H
- Bilingual Content

Note:

It is shown randomly when there are different campaigns implemented. This banner remains static for a few seconds and can be closed after that time.



12

Custom  
**1920 x 200**



## Homepage Widget

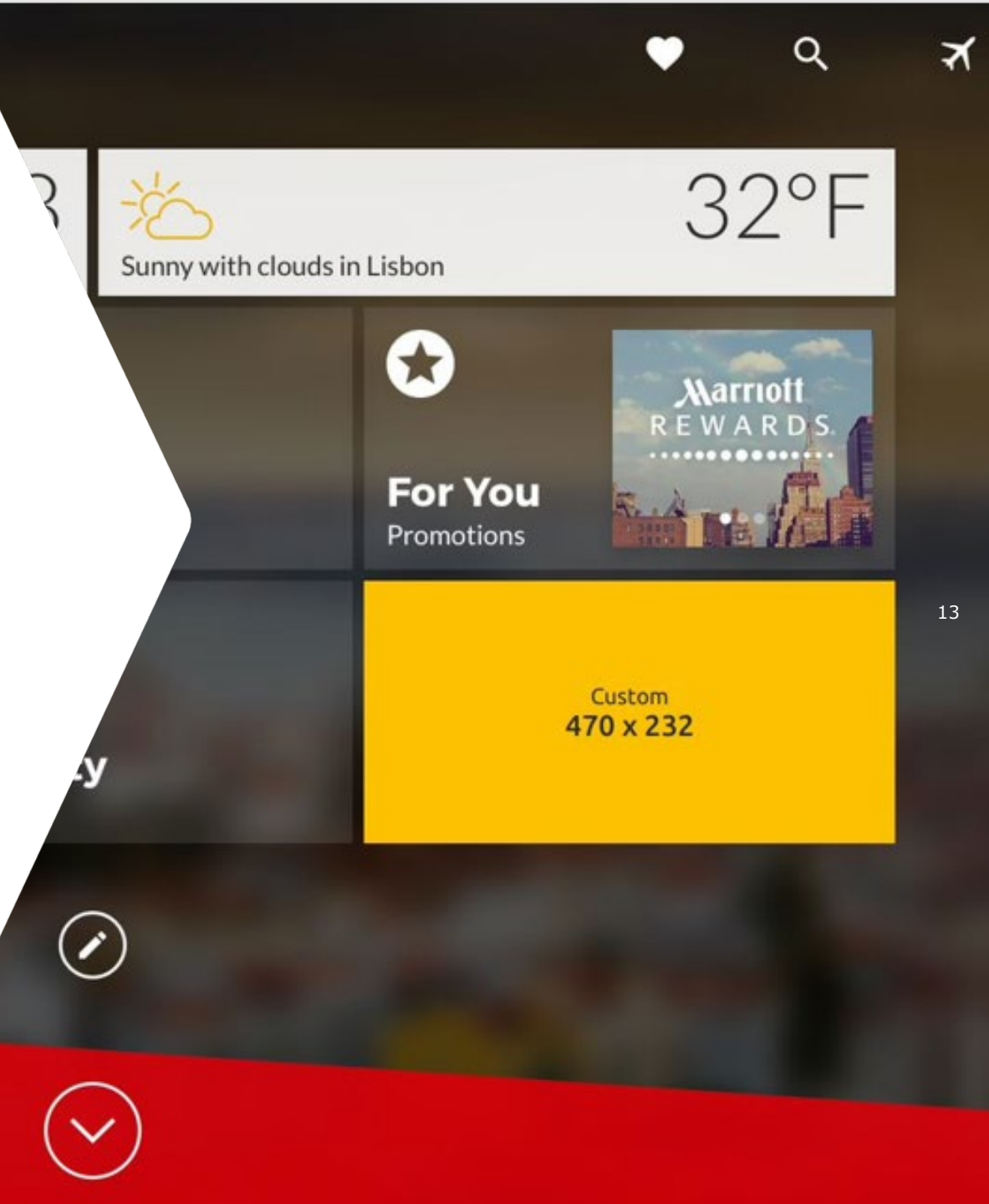
The homepage widget is a fantastic way to promote your brand. It allows you to simply highlight your brand on the curation screen. The image may be static or clickable for a video or image.

## Specifications

- Delivery of the image and/or video must be made 60 days before the start date of the campaign
- Image – JPEG 470Wx232H
- Video: Mpeg4 h264 -1920x1080 – 10Mbps
- Bilingual Content

Note:

It is shown randomly when there are different campaigns implemented. This banner remains static for a few seconds and can be closed after that time.



## Section Banner

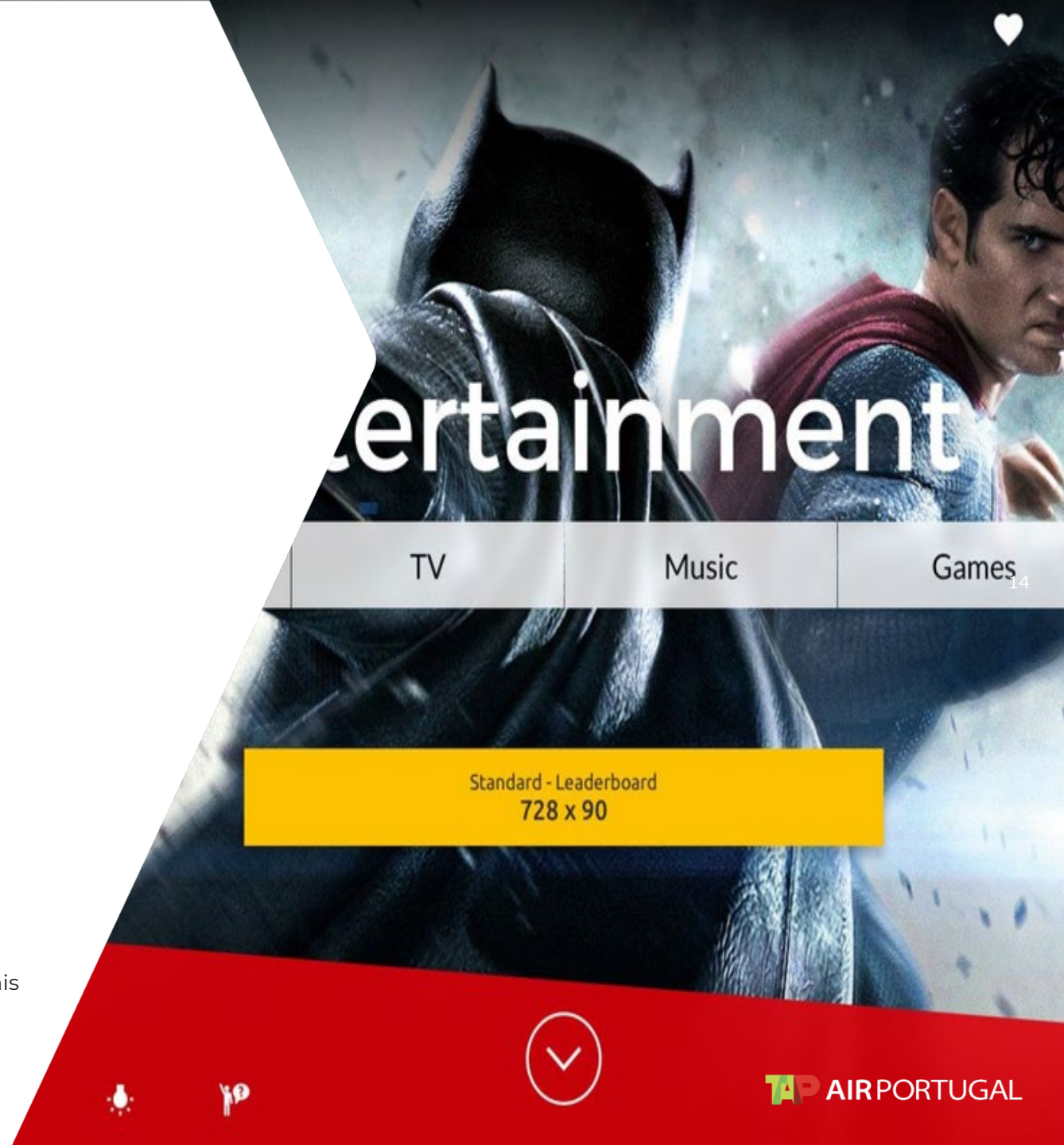
This banner is displayed when the passenger browses through the different content sections. Can be enabled to allow access to a video or image.

## Specifications

- Delivery of the image must be made at least 3 weeks before the start date of the campaign
- Image – JPEG 728Wx90H
- Bilingual Content

Note:

It is shown randomly when there are different campaigns implemented. This banner remains static for a few seconds and can be closed after that time.





## Content Grid Menu

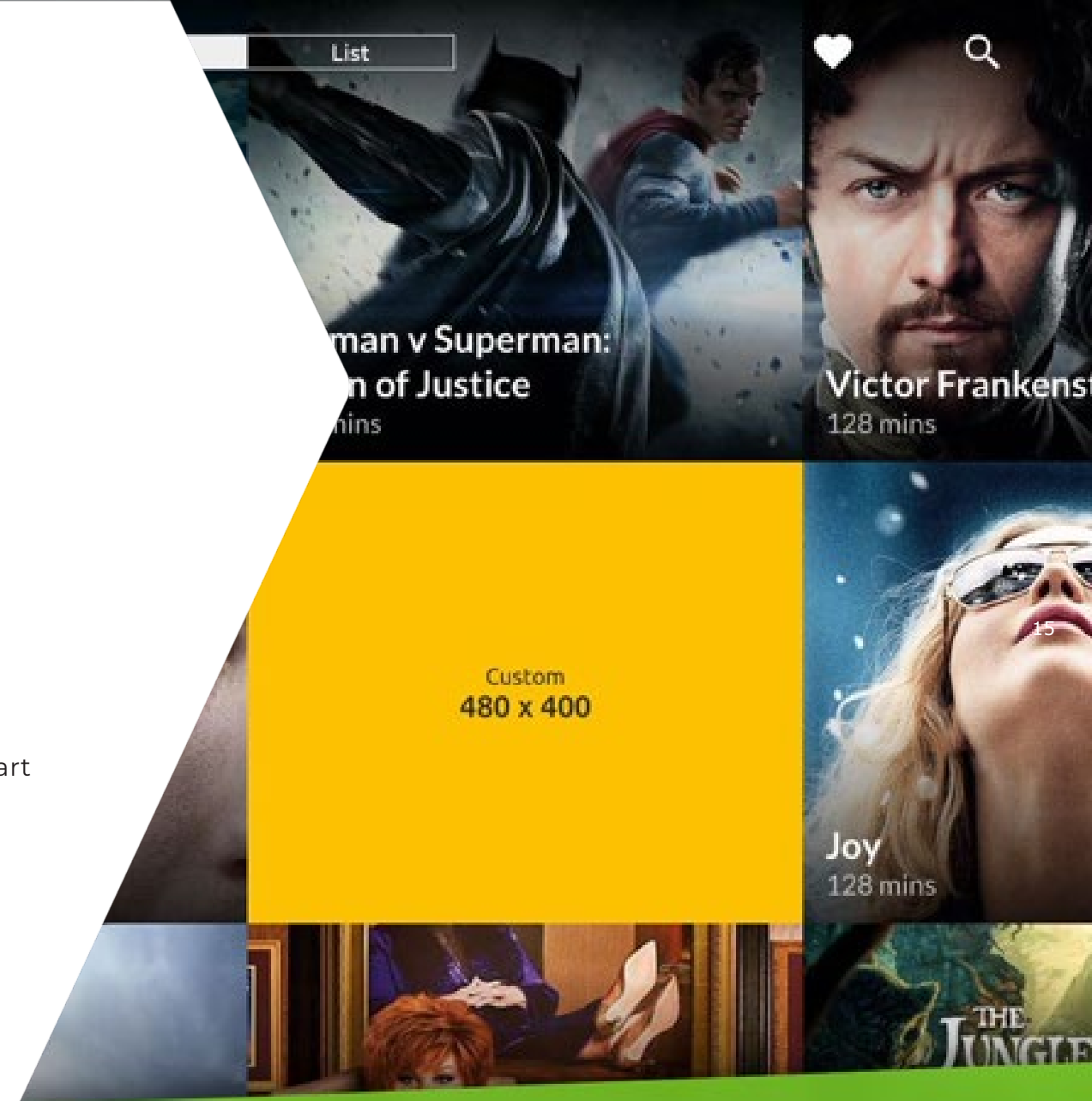
The content grid banner is displayed when the passenger is navigating through the content of multiple sections. Can be enabled to allow access to a video.

## Specifications

- Delivery of the image must be made at least 3 weeks before the start date of the campaign
- Image – JPEG 480Wx400H and 1640Wx200 for video content
- Image – JPEG 384Wx384H and 1640Wx200 for audio content
- Bilingual Content

Note:

It is shown randomly when there are different campaigns implemented. This banner remains static for a few seconds and can be closed after that time.



Sections with a similar approach.  
Movies / TV / Music / Get inspired

## Weather Info

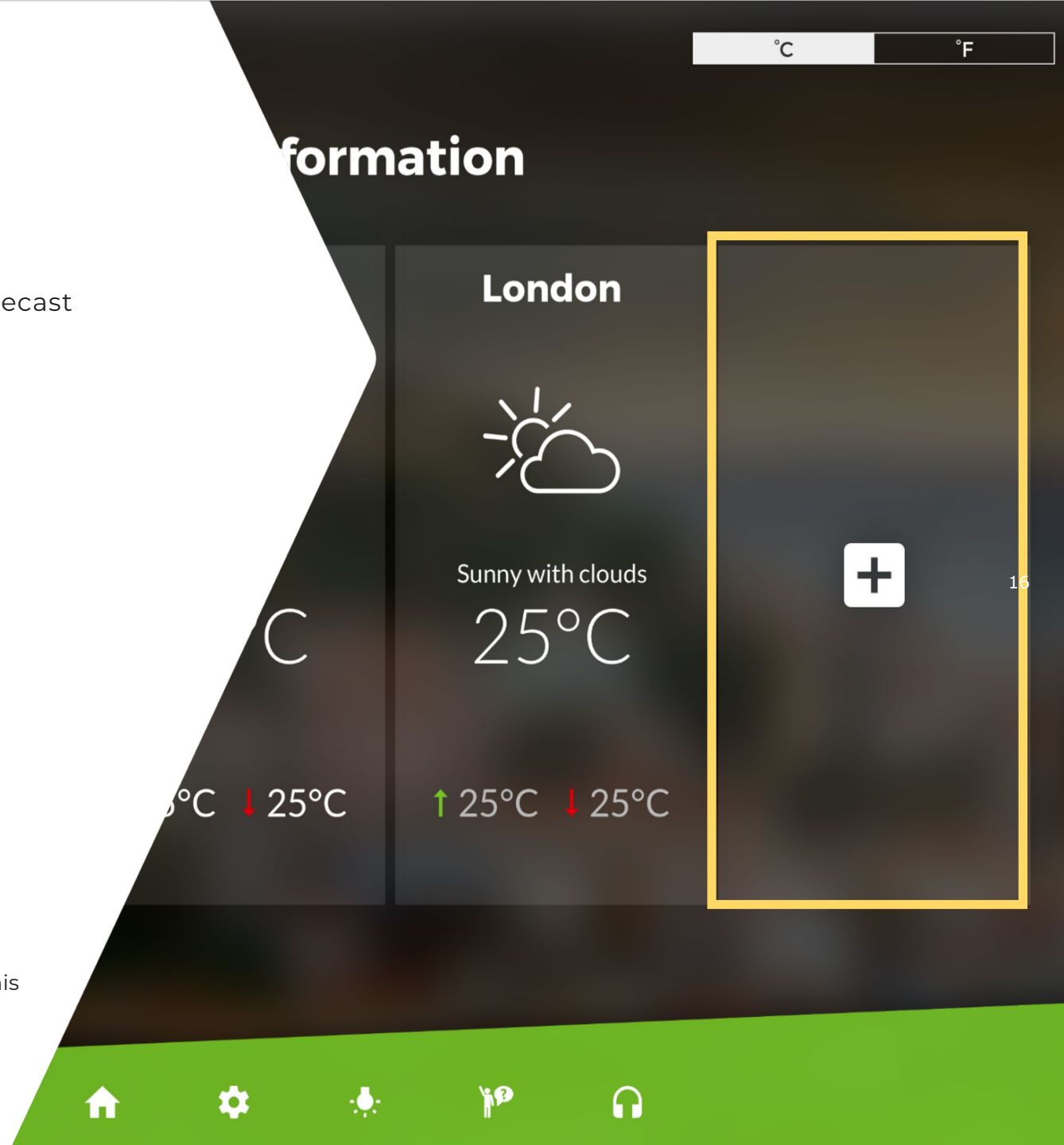
In the weather section, passengers can see the weather forecast in various cities. Passengers stay here for a while to check forecasts in all parts of the world.

## Specifications

- Delivery of the image must be made at least 3 weeks before the start date of the campaign
- Image – JPEG 310Wx620H
- Bilingual Content

Note:

It is shown randomly when there are different campaigns implemented. This banner remains static for a few seconds and can be closed after that time.



# Special Projects

ENTERTAINMENT PLATFORM



## Background Image

Depending on the destination of the flight, the welcome screens inspire passengers with an image of the destination during boarding.

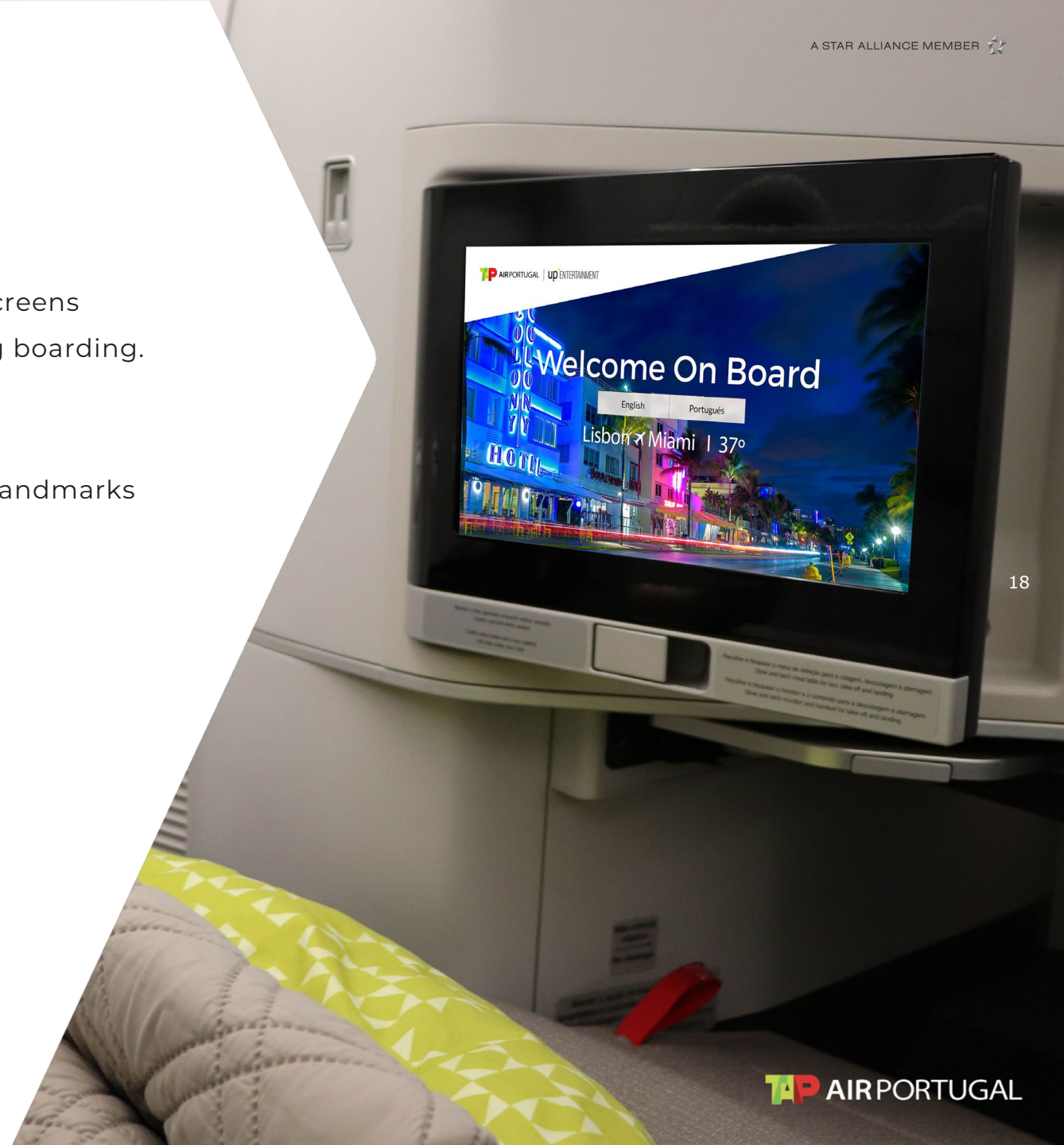
Through a distinct Marketing you have the opportunity to:

Promote enthusiasm and curiosity

Promote tourist attractions, museums, festivals, historical landmarks and more...

## Specifications

- Delivery of the image must be made 60 days before the start date of the campaign
- Image – JPEG 1920Wx1080H
- No languages



## Personalized Messages

In addition to the normal segmentation across inventory, we can send personalized messages to each type of passenger on board. The message may have a direct link to a video, survey, advertisement, etc.

## Specifications

- Text content (up to 160 characters)
- Bilingual

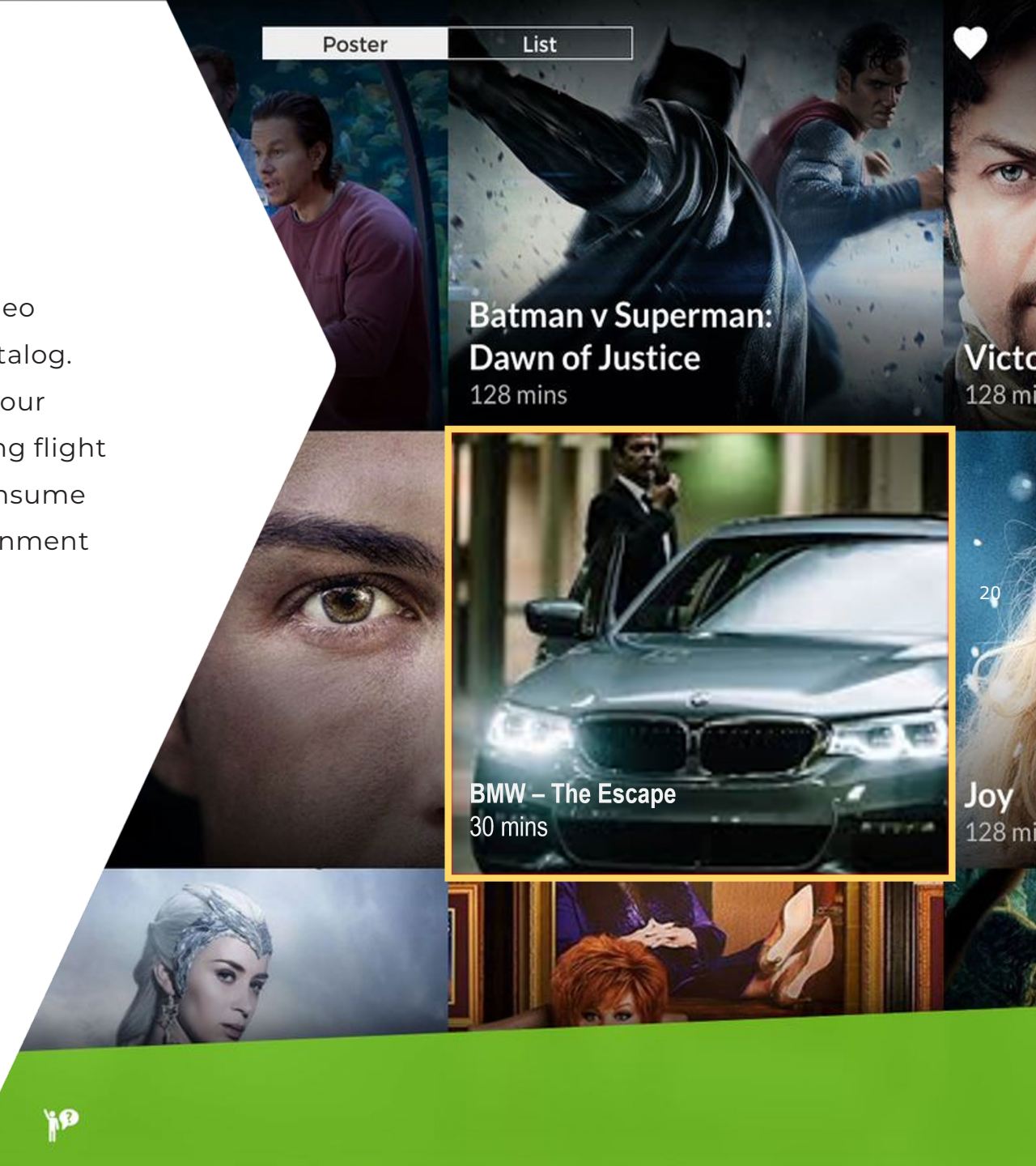


# Branded Content

If your brand produces inspiring, engaging, and entertaining video content, we can mix it up in the middle of our entertainment catalog. Branded content is an excellent way to capture the attention of our passengers without being through direct advertising. During long flight hours on intercontinental routes, passengers are available to consume content. We can introduce branded content along with entertainment content from the catalog.

## Specifications

- Delivery of materials must be made 60 days before the start date of the campaign.
- Video: Mpeg4 h264 -1920x1080 – 10Mbps
- Image 480x400px
- Subtitled content. SRT subtitles.



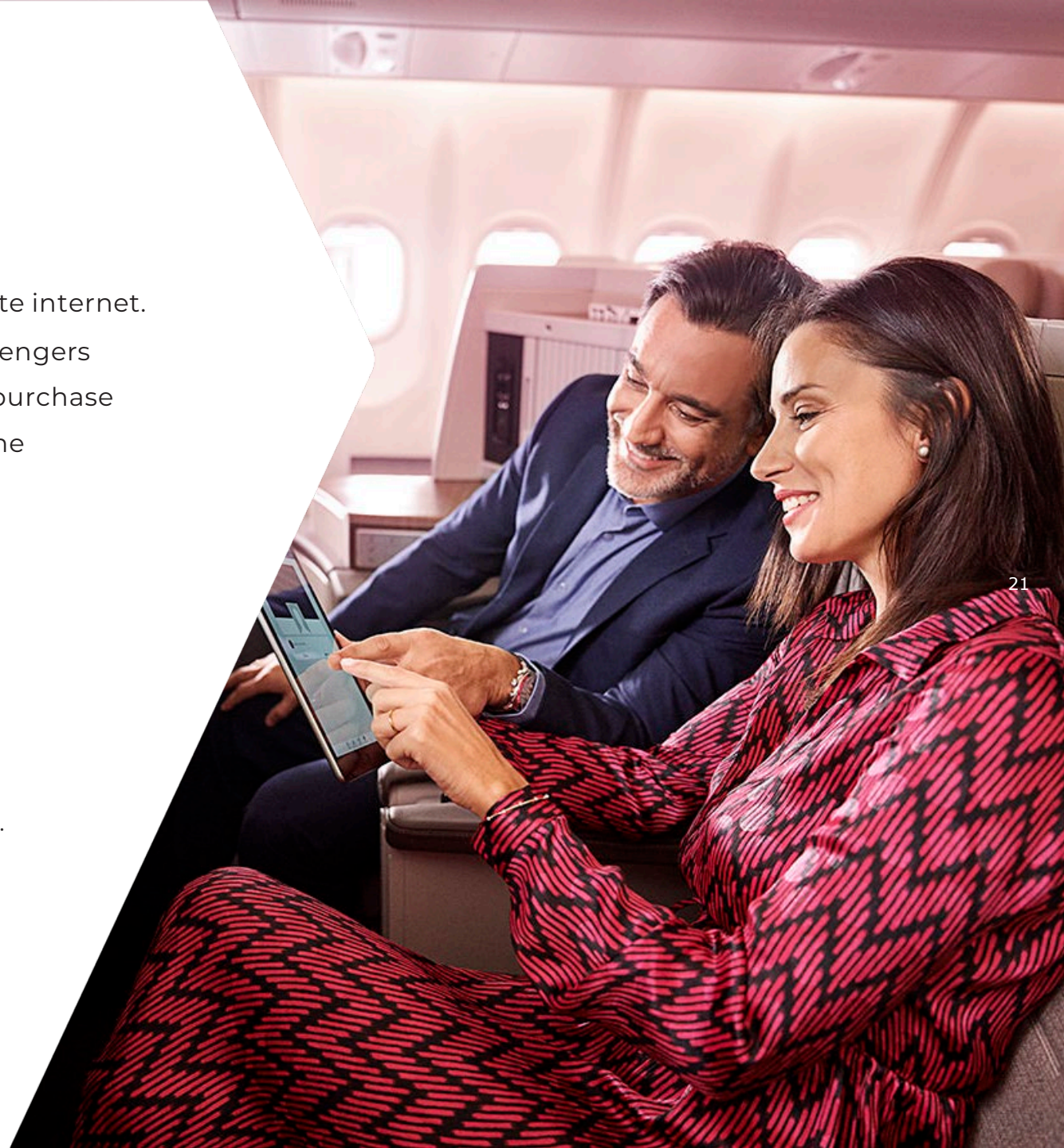


## Whitelist

Our fleet of A321LR and A330-900 neo allows access to satellite internet. If the whitelist option is activated during the campaign, passengers have free access to the sponsor's website without having to purchase internet access. In this way, we eliminate barriers to access the acquisition of products or services related to the campaigns.

## Specifications

- List of all URLs used by the website.
- URLs for social networks or other internet services are excluded.





# Advertise with us

## Packages and Price Options

### General

Listing option for all passengers.

### Market

Country or city-targeted ad option.

### Business Class

Targeted ad option only for business class travelers.

### Kids

Kid-only ad option.

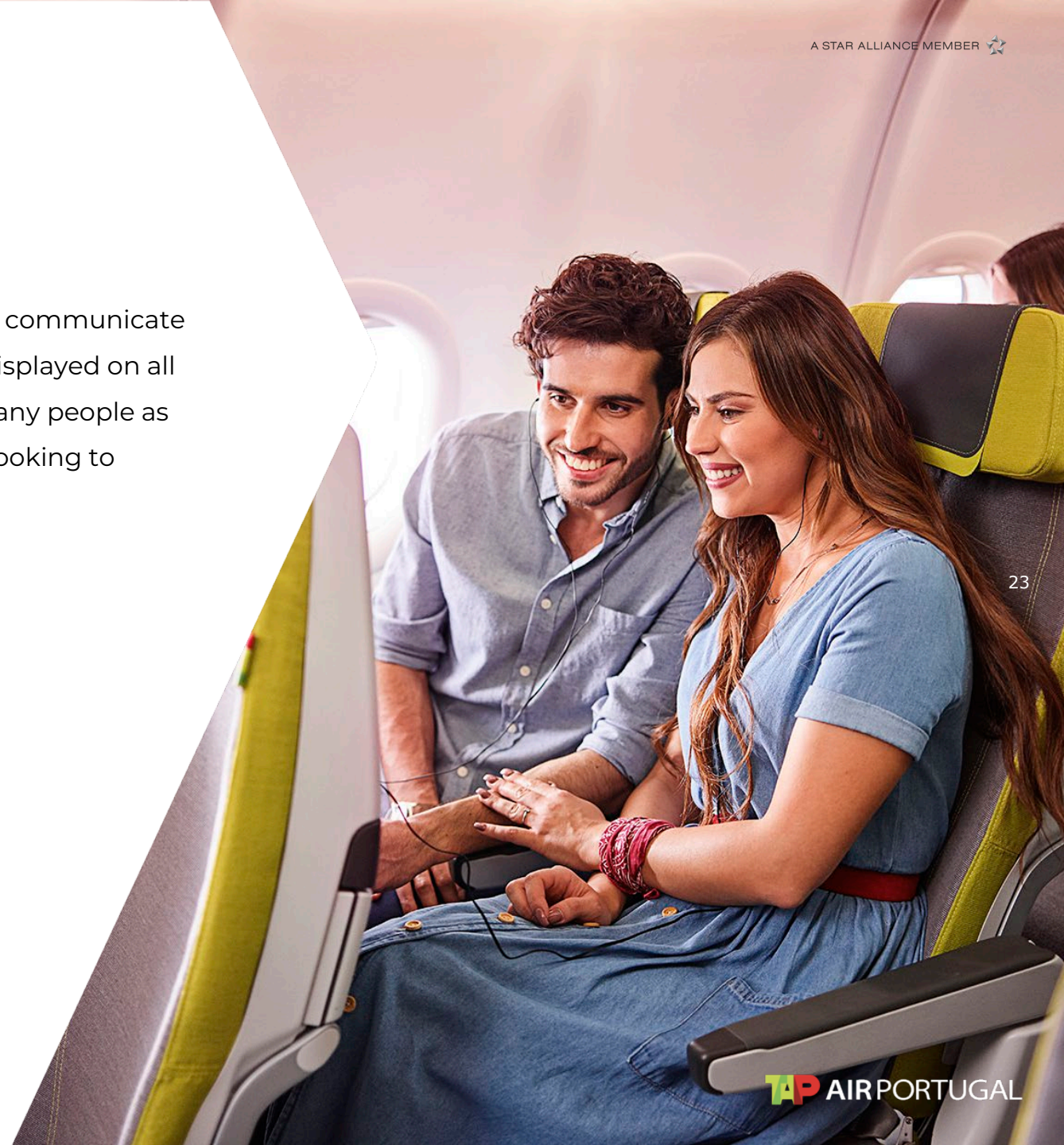


## General Pack

The General Pack is the perfect solution for brands that want to communicate with **all passengers on board TAP flights**. Campaigns will be displayed on all flights, for all classes, ensuring that your message reaches as many people as possible. It is a practical and effective approach for companies looking to internationalize their products or services.

## Advantages

- Available on all long-haul flights
- Lower cost per impacted passenger
- Massive reach
- Simplicity





## Markets Pack

The Markets Pack was designed for brands that want to communicate in a targeted and strategic way. Sometimes it doesn't make sense to advertise for a certain region or city. With this product, you can choose **specific routes, cities or airports**, ensuring that your campaign reaches the right people at the right time and at optimized costs.



This system is available on all flights to North America (10), South and Central America (13) and Africa (Maputo, Luanda and São Tomé) and on some European flights.

## Advantages

- Targeted communication
- Geographic Relevance
- Cost optimization



## Business Class Pack

### Premium Audience, Exclusive Results

TAP Air Portugal's Business Class offers a unique opportunity for TAP partners to reach a **premium and highly influential audience**. These customers have high purchasing power and decision-making capacity, so this is the ideal platform to position your brand in a differentiated way.



**430 thousand customers**  
in 2024



#### Nationalities:

BR	41,3%	PT	19,6%
US	18,4%	IT	2,8%
GB	2,5%	ES	2,3%
DE	1,7%	FR	1,7%

## Advantages

- Brand positioning for a premium audience
- Differentiated and priority campaigns
- Sponsor site whitelist included





## Kids Pack

The Kids Pack offers brands a unique opportunity to **communicate with children and families in an engaging and fun environment**. The campaigns are shown in exclusive children's and youth entertainment areas on board, where children spend much of their time during flights. This format allows you to create an emotional connection with the youngest, while involving the parents, ensuring that the message is received in a positive and memorable way.

### Ages

54% Ages 2 to 9

46% Ages 10 to 11



**300 thousand children**  
in 2024



**Disney** movies, series like **Bluey**  
and **Paw Patrol** and **even games**

## Advantages

- Audience with high interaction time on the platform.
- Family Outreach. Parents also monitor their children's experience.
- Positive association with the sponsor's brand.





## Contractual conditions

Ads are accepted and published with the understanding that the Advertiser is solely responsible for their content, is authorized to publish all material and owns the rights thereto.

TAP reserves the right to reject advertising that is considered editorially inappropriate, to postpone or not accept any material for technical reasons or for lack of space, quality or technical reasons. In these circumstances, the Advertiser will not be entitled to compensation.

Likewise, TAP reserves the right not to accept investments of less than €5000 per month for brand positioning.

TAP does not assume responsibility for quality defects when the original advertising material is not presented correctly.

TAP reserves the right to refuse the cancellation of advertisements when the request is made less than one month before the start. Payment must be made in the same currency as stipulated on the Advertiser's invoice or the equivalent in other currencies if deemed acceptable by TAP. For more information, please contact [anuncie@tap.pt](mailto:anuncie@tap.pt).

TAP reserves the right to cancel or suppress some channels presented in this Media Kit, as well as their price list. In these circumstances, the Advertiser will not be entitled to compensation.



**Abraça o Mundo**



**Thank you!**