

MEDIA KIT

Advertising opportunities



2024

More than connecting Portugal to the world and the world to Portugal,
we aim to awaken in every traveler the typical Portuguese curiosity.
This is our purpose and our way of being.

We embrace those who come, we embrace those who go, we embrace
those who come and go. As a flag carrier, we embrace all flags.

We put our customers at the center, working every day to be the
airline for those who are always ready to broaden horizons and
embrace the diversity of the world.

TAP AIR PORTUGAL

Abraça o Mundo

About TAP Air Portugal

For 78 years, as the leading airline carrier in Portugal

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

Currently, we offer more than 1050 flights per week to 80 cities in 30 countries, through the Company's network of destinations, which includes 6 airports in Portugal, 10 in North America, 12 in Central and South America, 13 in Africa and the Middle East, and 39 in Europe (besides Portugal).

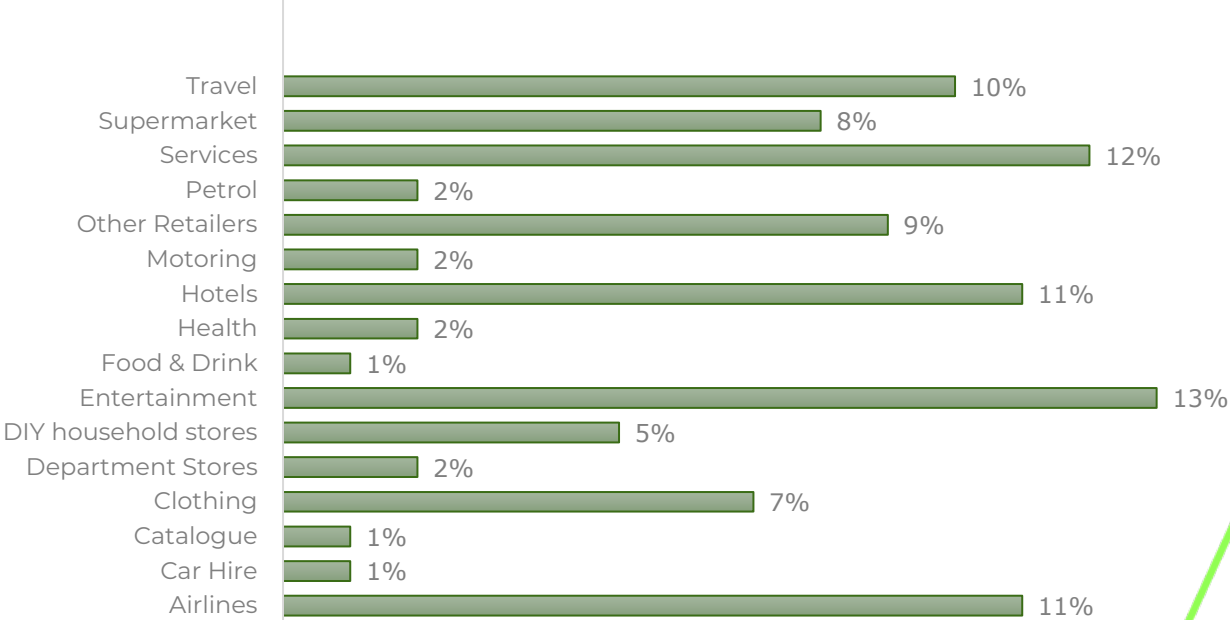
We are committed to modernizing our fleet and offering the best product in the industry to our customers. We operate one of the youngest fleets in the world, with all next-generation NEO Airbus aircraft: A320neo, A321neo, A321LR, and A330neo, with superior efficiency and reduced emission levels. TAP also operates 19 Embraer aircraft in its regional fleet (TAP Express).

We are among the top 25 safest airlines in the world, according to Airline Ratings, and are also recognized and awarded as the World's Leading Airline to Africa and South America by the World Travel Awards.

Our clients

Where do our customers spend their money?

Based on anonymous information about the usage of our credit cards, we can gain insight into where our customers are spending their money.



Who are our customers on long-haul flights?

Cientes pelo mundo ⁽¹⁾



BR	27,89%
PT	18,29%
USA	11,74%
FR	6,27%
ES	4,85%

Faixa etária ⁽¹⁾



54% ⁽¹⁾ **46%**

Tipo de passageiro ⁽²⁾



Number of Clients

Forecast 2024
(Using Inflight Entertainment)

4.600.000



(1) Source Miles&Go costumers (2) Source Reservations (3) Source NPS
Dados de 2023

Onboard Entertainment Platform



Digital Platform

TAP has a top-of-the-line entertainment system, considered one of the best in the industry.

It offers the latest Hollywood blockbusters, the most popular TV series, and the best music albums and playlists.

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

2023 Data:

8 Million

Hours of broadcasted content

329

Movies

1200

TV Episodes

272

Music CDs

8

Language and subtitles options



Digital Platform

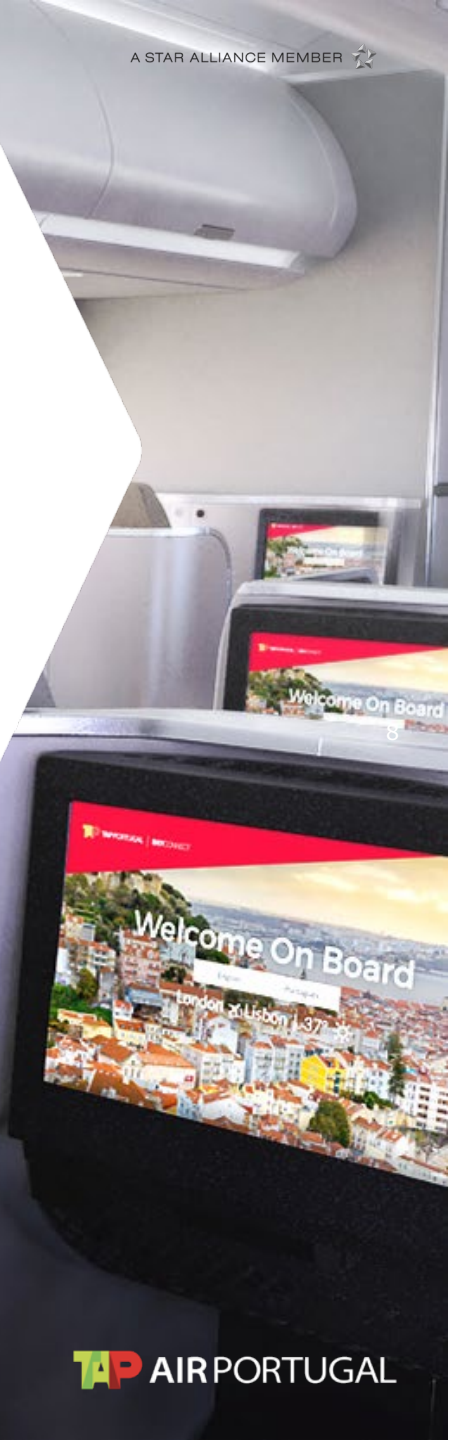
This system is available on all flights to North America, South America, and Africa (Maputo, Luanda, and São Tomé), as well as on some European flights.

Targeting Options

- Inbound or Outbound flights (Lisbon Hub)
- Route based
- Seat (business, economy or both)
- Interface Language (PT or EN)

Ad Options

- Impression based Sponsorship (CPM/CPV)
- Sponsorship baseado in a time window



➤ Advertise with us

Pre-roll video

Video displayed before the movies or TV series episodes chosen by passengers. Just like Youtube

Interstitial

A full screen image that sits on top of the interface while passenger is navigating

Video Player Banner

Banner displayed in the video control bar

Homescreen Widget

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

Section Banner

Available when the passenger navigates through the different content sections.

Content Grid Menu

Available when the passenger searches for content.

Weather Info

This banner is available in weather section

Kid Section

Kids sections banners could be customized with specific kids ads

Special Projects

Background Image

A destination Hi-res image is always on the background. This is a great spot for product placement

Personalized Messages

We can send a personalized message to a very specific group of passengers that match your preferences

Branded Content

When the ad becomes entertainment.

Wi-fi Portal

The gateway to the internet. It has banners could be customized to your brand.

The logo for TAP Air Portugal, featuring the letters 'TAP' in a stylized font with green and red colors, followed by 'AIR PORTUGAL' in black uppercase letters.

TAP AIR PORTUGAL

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Thank you