

AD Media Guide

<2023.10.1~2024.3.31>



AD Media Guide |

Route Map

Operation Results

Customer Characteristics

Aircraft / In-flight

Peach Advertising Media Menu

01_In-flight magazine

02_In-flight sampling

03_Boarding Pass Ad

04_Option Additional Screen Ad

05_Top Page Banner

06_Mail Ad

07_Aircraft Decal

08_Flight Attendant Utilization

09_Video Advertisement



© 2012 Peach Aviation Limited

Number of routes

Domestic **28**
International **12**

As of August 1, 2023

Aircraft

AIRBUS

A320ceo (180seats)

A320neo (188seats)

A321LR (218seats)



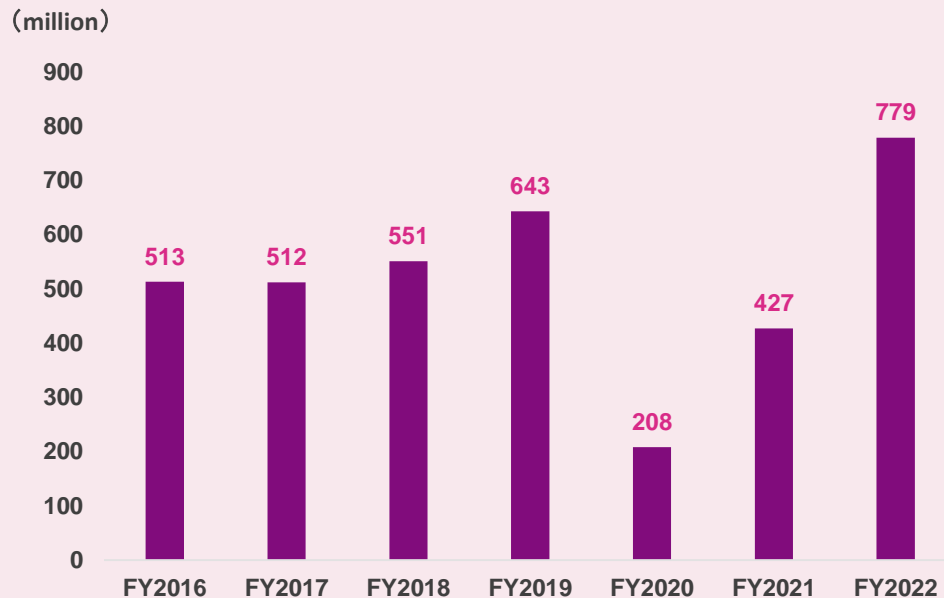
【新路線】

・大阪(関西)ーバンコク(スワンナプーム) 2022.12.27 就航

Routes

Osaka (Kansai)	Domestic	Tokyo (Narita) • Sapporo (Shin-Chitose) • Okinawa (Naha) • Ishigaki • Amami • Fukuoka • Sendai • Niigata • Nagasaki • Miyazaki • Kagoshima ※Out of service : Memanbetsu • Kushiro
	Int'l	Seoul (Incheon) • Taipei (Taoyuan) • Hong Kong • Bangkok • Kaohsiung • Shanghai
Tokyo (Narita)	Domestic	Osaka (Kansai) • Sapporo (Shin-Chitose) • Okinawa (Naha) • Ishigaki • Amami • Fukuoka • Oita ※Out of service : Memanbetsu • Kushiro • Nagasaki • Miyazaki • Kagoshima
	Int'l	Taipei (Taoyuan)
Tokyo (Haneda)	Int'l	Seoul (Incheon) • Taipei (Taoyuan) • Shanghai
Sapporo (Shin-Chitose)	Domestic	Osaka (Kansai) • Tokyo (Narita) • Sendai • Nagoya (Chubu) • Fukuoka • Okinawa (Naha)
Sendai	Domestic	Osaka (Kansai) • Sapporo (Shin-Chitose) • Nagoya (Chubu)
Fukuoka	Domestic	Osaka (Kansai) • Tokyo (Narita) • Sapporo (Shin-Chitose) • Okinawa (Naha) • Ishigaki
Nagoya (Chubu)	Domestic	Sapporo (Shin-Chitose) • Sendai • Okinawa (Naha) ※Out of service : Ishigaki
	Int'l	Taipei (Taoyuan)
Okinawa (Naha)	Domestic	Sapporo (Shin-Chitose) • Osaka (Kansai) • Tokyo (Narita) • Nagoya (Chubu) • Fukuoka
	Int'l	Taipei (Taoyuan)

Number of passengers



Cumulative total since FY2012

Over **50**
Million people



Completion rate



98.7%

※2022 year

Boarding rate

72.2%

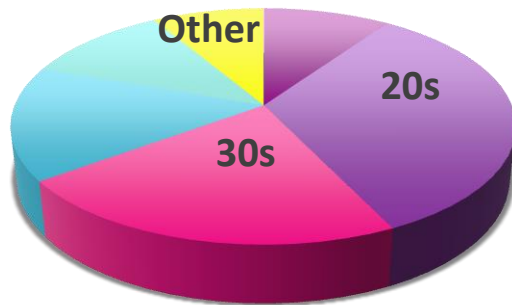
※2022 year

Customer Characteristics

Age profile

More than half are in their 20s/30s

Other customers in a wide range of ages



Majority of customers are sightseeing
「others」 attend events and concerts.

Male to female ratio

Female
51%



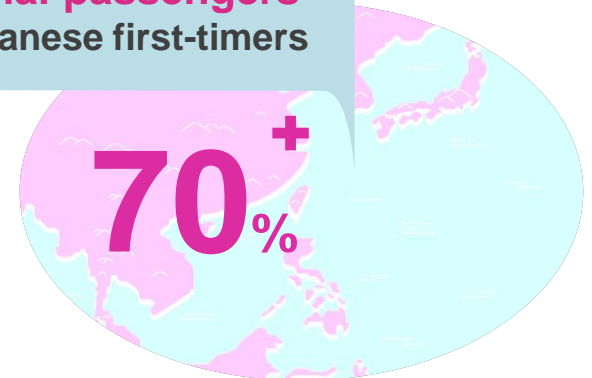
Male
49%



More than 70% of international passengers are non-Japanese first-timers

Nationality

70%+



Purpose

1. Sightseeing

2. VFR

(Visiting Friends or Relatives)

3. Business

4. Other

Customers' primary means of purchase is through the Peach website

Source : Our data (FY2012-FY2019 Cumulative data)





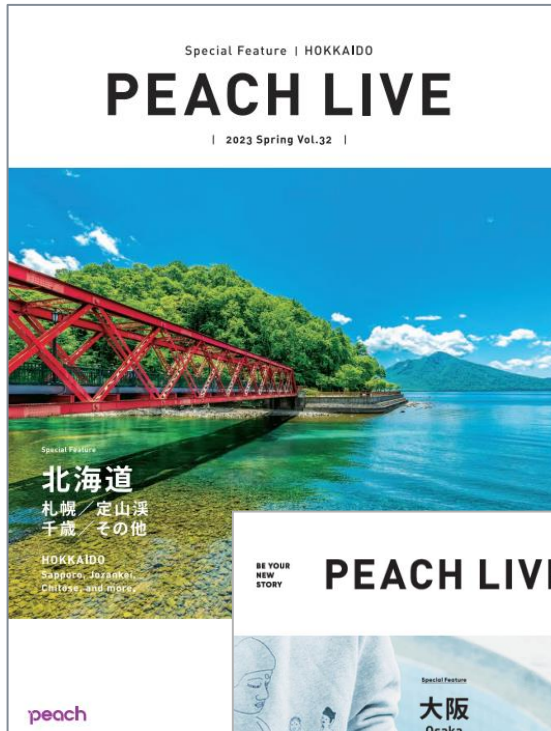
All seats are upholstered in leather.

We also offer advance seat selection service, where you can choose your favorite seat from three different seat types.



✂The photo shows a CEO aircraft

PEACH LIVE (in-flight-magazine) peach



Installed on all aircraft and all seats for 3 months! Enables you to communicate effectively in the cabin space

The key words are "Discovery media that leads to your next trip." Each issue spotlights one area of our service. The "Special Feature" section highlights an area and provides information on the area's attractions and seasonal information. PEACH LIVE can provide "suggestions for your next trip" to Peach users who love to travel.

Form of issue	Published quarterly March, June, September, December *Each issue has a regional feature
Method of publication	Carried in all in-flight seat pockets (cannot be removed from aircraft)
Size	277mm x 210mm (A4 size)
Language	Japanese/English (common to all domestic and int'l flights)
Number of readers	Please contact us
Application deadline	Pure advertisement : Application 45 days before :Submit 30days before Tie-up (with coverage):Application 90 days before Tie-up (no coverage): Application 75 days before

In-flight Magazine
Cover Image

*If you wish to be interviewed for a tie-up production, please note that a separate interview fee will be incurred. 8

PEACH LIVE Sample Ads

peach

Yellow = Tie-up ads

Pink = Pure ads



▷ PEACH LIVE Areas to be featured

Special number	Area
September 2023	Osaka
December 2023	Hokkaido
March 2024	Northern Kyushu

▷ Listing Pages and Rates

Listed Pages	Charge
Table 4 (Back cover)	Please contact us
Table 3 (back side of back cover)	
Table 2 (back side of front cover)	
Table of Contents opposite	
Inside 1P	
Inside 1/2 page	
Inside 2P (Two-page spread)	
Tie-up production cost	

Flight attendants will introduce your product through in-flight announcements and hand-deliver samples of your product to each passenger.



Item	Contents	Other
Distribution	Items that can be arranged by cabin crew. Weight: Maximum of about 100g/piece Size: subject to separate screening	If more than one item is to be distributed, please deliver them together in a bag no larger than A4 size (297mm (top and bottom) x 210mm (left and right)).
Method	During stable flight or descent	Distributed after announcements by flight attendants
Quantity	From 3,000 pieces *Consultation possible	Priority to determine 1 slot

Application: 60 business days prior to the start of distribution
Announcement draft: 21 business days prior to the start of distribution
Delivery: 14 business days prior to the start of distribution

Route	Fee/month (excluding tax)	
All routes (route can be specified)	Distribution unit price Airline administration fee Int'l airline handling charge Onboard fees	Please contact us Please contact us Please contact us Please contact us
Segment	Segmentation according to customer attributes is possible (on request).	

Flight schedules, aircraft movements, weather conditions, and safety and security requirements are subject to change. Please consult us for sampling.

- Sampling may be refused if the distributed items are food, beverages, medicines, or other items that customers eat, drink, or take.
- Sampling may be refused depending on the weight of the mounted items and the form and size of the mounted items.
- In the unlikely event that distribution is not completed by the end of the period, the distribution will end on the due date. [Please note that remaining copies will not be returned.](#)
- Airline administration fee, International flight fee, In-flight loading, is a net fee.

Route can be specified !

Peach Boarding Pass Advertising

peach

In print and digital editions! Advertise on the boarding pass!

It is a media that has a long contact time in the hands of the customer from the start of check-in to arrival at the destination



Items	Contents
Manuscript Forms	<ul style="list-style-type: none"> ◆Data for paper 290×290 pixel bmp file (black and white) ◆Banner 260×692 pixel png file (color) Maximum 512KB URL of the transition destination is required.
Listing Period	Minimum 1 month to March 2024 *Posting timing is the 1st of each month
Quantity of quota	1 slot per route Priority to be determined (see next page for rates)
Application	Application deadline: 22 business days before Deadline for submission: 15 business days before

- Please note that the number of passengers boarding the aircraft fluctuates on a monthly basis.
- Please refrain from advertising that requires the collection of boarding passes.
- Please deliver your ads in the specified file format (QR codes and JIS codes are acceptable.)
- (Paper version data) Gothic typeface is recommended. Printing font may be changed depending on the situation.
- (Banner on the app) for about 5 days (120 hours) after check-in of your flight Banner will be displayed on the app.

New !

Option Additional Screen Ad peach

Display your coupon during booking the ticket and on itinerary

- ① Display your coupon during booking the ticket
- ② Send your coupon on itinerary when selected "Publish"

① Ticket Reservation Screen

② Itinerary

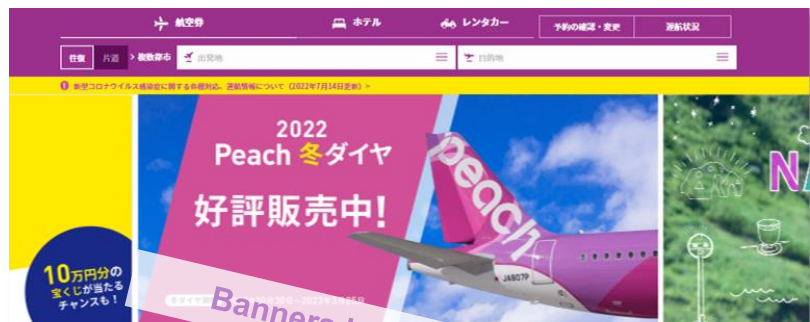
Deliver your coupon to the itinerary after selecting "Publish"

Items	Contents
Manuscript Forms	① Banner Size 480× 320pixel (bottom and top) Format jpg, jpeg, gif, png
	② Title・Coupon name Number of letters Up to 75 words * Submit with more than 2 languages in Japanese and English
	③ Description of Product Summary ・ Body : Up to 300 words * Submit with more than 2 languages in Japanese and English
	④ How to use (by text) Send us how to use your coupon with its URL. * Submit with more than 2 languages in Japanese and English
	⑤ About Coupon codes 1, If you choose character-string code, MAX 20 letters with half-width alphanumeric character is available. 2, If you choose JAN codes, MAX 13 letters with half-width alphanumeric character is available. 3, If you choose QR codes, MAX 100 letters with half-width alphanumeric character is available.
Application	Application deadline: 22 business days before Deadline for submission: 15 business days before
Fee	Please contact us
Listing Period	First day of business each month to Minimum 1 month
Quantity of quota	2 slots per route

- Segmentation is possible (on request).
- Please submit in Japanese and English (more than 2 languages)
- Please select from the above (JAN codes, string, QR codes) on itinerary

Peach WEB Banner at the bottom of the top page

The first touch point for most people considering and purchasing airline tickets



お役立ち情報

advertising space

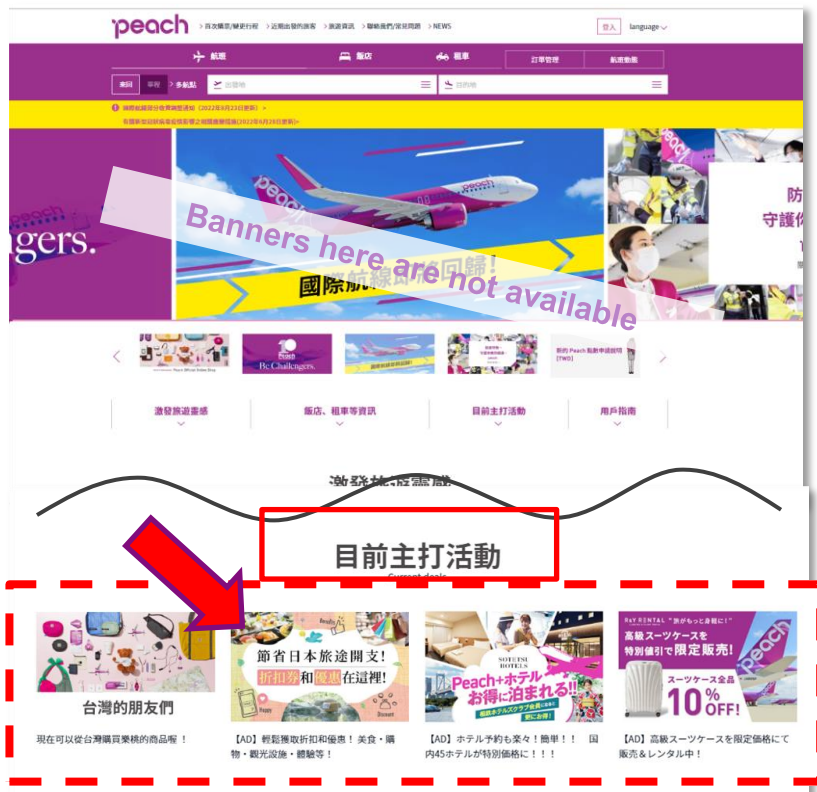
Fees (tax-excluded)	Please contact us
Publication Period	One month (updated around 10:00 a.m. on the first day of each month)
Number of slots	Max. 8 slots ※As a rule, frame designation is not possible.
Pages	Peach WEB (www.flypeach.com) Top page Useful information section
Number of page visits	Please contact us

Manuscript Capacity	Within 50KB	Animation	Not available
File format	GIF・JPEG・PNG File name : bnr_[Company Name]_[Scheduled publication date]_[Language] (ex) bnr_momoshoji_20230601_jp		
Image size	635 pixels (left/right) × 390 pixels (top/bottom)		
Text	Up to 36 double-byte characters with [AD] (4 letters) at the beginning. * Alphanumeric characters are one-byte characters. * Refer to the "Ad Banner Specifications" page.		
Transition destination	Please submit URL	Number of links	1 location per banner
Link to	External links allowed	Availability of of change cloths	Not available
Application deadline	15 business days in advance	Deadline of submission	10 business days before
Report	Number of TOP page visits and clicks		

Top Page Banner Ads (Foreign Languages)

Banners at the bottom of the Peach WEB top page in each language

The first touch point for most people considering and purchasing airline tickets



advertising space

Fees (tax-excluded)	Taiwan/English/Korean/Hongkong/Chinese/Thai Please contact us
Publication Period	One month (updated around 10:00 a.m. on the first day of each month)
Number of slots	Each language Max. 8 slots ※As a rule, frame designation is not possible
Pages	Peach WEB (www.flypeach.com) Top page in each language Ad space
Number of page visits	Please inquire as it depends on the language.

Manuscript Capacity	Within 50KB	Animation	Not available
File	GIF・JPEG・PNG File name : bnr_[Company Name]_[Scheduled publication date]_[Language] ex) bnr_momoshoji_20230601_jp		
Image size	635 pixels (left/right) × 390 pixels (top/bottom)		
Text	Up to 36 double-byte characters with [AD] (4 letters) at the beginning * Alphanumeric characters are one-byte characters. * Refer to the "Ad Banner Specifications" page.		
Transition destination	Please submit URL	Number of links	1 location per banner
Link to	External links allowed	Availability of change cloths	Not available
Application deadline	15 business days in advance	Deadline of submission	7 business days before
Report	Number of TOP page visits and clicks		

A newsletter sent to those who have made reservations through Peach

Push media that delivers special sales and campaign information to customers

peach

予定変更できる運賃まで運べる！
デラックスセール
1,590円
Banners here are not available

シンプルピーチとバリューピーチ、2つの運賃が対象の《デラックスセール》開催！
国内全33路線が対象で、なんと通常運賃の最安値から最大66%OFF！*

シンプル&リーズナブルで必要な分だけのオプションを追加するシンプルピーチか、フライト変更手数料無料・座席指定一部無料・お預け手荷物1つ無料などのオプション込みで安心のバリューピーチか、スケジュールにもおまかせでお客様に合わせた。まずは、事前にセール詳細をチェック！

TOPICS

名古屋上陸 行き先を選べない旅、してみませんか？
Banners here are not available

【名古屋での発売開始のお知らせ】ワクワクドキドキが詰まった行き先を選べない「旅くが登場」

0泊の旅博覧会！
Peach
ゼロはく 12月30日

平日往復0泊！最長滞在時間12時間45分。旅の楽しさ、かんぱく！
advertising space

PEACH SHOP
Peachオリジナルグッズと「気軽すぎる旅」にでたくなるアイテムを集めた公式オンラインショップ

レンタカーもPeachがおすすめ！Peachご利用者様限定の割引・特別プランあり！

Fee (tax-excluded)	Japanese/Taiwan/English/Korean/Hongkong/Chinese/Thai Please contact us
Number of newsletter members	Please contact us
Number of times delivered	2 times Irregular
Number of slots	2 slots
Places to be published	E-Newsletter Bottom

Capacity	Within 50KB	Animation	Not available
File Format	GIF・JPEG・PNG File name : bnr_[Company Name]_[Scheduled publication date]_[Language] (例) bnr_momoshoji_20230601_jp		
Image Size	635 pixels (left/right) x 390 pixels (top/bottom) Borders not allowed		
Text	[AD] (4 characters) at the beginning and within 36 double-byte characters. *Alphanumeric characters must be one-byte characters. *Refer to the "Ad Banner Specifications" page.		
Destination	URL required	Number of links	1 location per banner
Link to	External links allowed	Uncrossable	Not possible
Application deadline	By 15th of the month before the month of implementation	Deadline for submission	By the 20th of the month before the month of implementation
Report	Number of deliveries		

Reach out via email to prospective passengers!

Ability to notify you of your company's special offers and services 3 days prior to flight

peach
ご搭乗前のご案内

NAGASAWA TAKU 様
Peachをご利用いただきありがとうございます。
ご搭乗の〈3日前〉になりましたのでお知らせします。

Iご予約内容

予約番号: **123456789**

搭乗手続きの際は、右のQRコードを
自動チェックイン機に読み取ってください。

※一部の国際線(羽田空港発、新千歳空港発、日本以外の空港発)はカウ
ンターで搭乗手続きを行ってください。

> [旅程詳細はこちら](#)

Iその他のおすすめ情報

おっさんず in the sky
Peachからの情報はこちらから！

Amami
大自然を舞台に遊ぶ。癒される。
学ぶ。神秘の島、奄美へ！

【ホテル予約】
世界55万軒以上の施設から選べる
ホテル予約サイト。「今だけお
得！」なセール情報も掲載中！

Fee (tax-excluded)	Please contact us		
Segment Fees	Please contact us		
Estimated number of deliveries	Please contact us		
Publication Period	1 month (updated on the 1st of each month)		
Distribution Date	3 days prior to boarding	Number of slots	3 slots
Places to be published	E-Newsletter Bottom		

Capacity	Within 50KB	Animation	Not available
File format	GIF・JPEG・PNG File name : bnr_[Company Name]_[Scheduled publication date]_[Language] (ex) bnr_momoshoji_20230601_jp		
Image size	635 pixels (left/right) × 390 pixels (top/bottom) Borders not allowed		
Text	[AD] (4 characters) at the beginning and within 36 double-byte characters. *Alphanumeric characters must be one-byte characters. *Refer to the "Ad Banner Specifications" page.		
Destination	URL required	Number of links	1 location per banner
Link to	External links allowed	Undressable	not available
Application deadline	15 business days in advance	Deadline of submission	7 business days before

Reach out via email to prospective passengers!

Ability to notify you of your company's special offers and services 3 days prior to flight

peach 搭乘須知

親愛的
感謝您選擇樂桃航空。
此封信件為提醒您，您預定的航班即將在三日後出發。

航班資訊

訂單編號: [REDACTED]

請於自助登機時，掃描二維碼完成登機報到手續。

*部分國際航線（羽田機場、新千歲機場及日本以外機場出發的情況），請至機場櫃台進行登機報到手續。

行程概要

其他推薦資訊

PEACH ROOMS
訂購超優惠住宿

【飯店】我們精選了全球超過55萬間飯店住宿。為您提供即時超優惠的訂房促銷資訊！

節省日本旅途開支！
折扣和優惠在這裡！

【AD】輕鬆獲取折扣和優惠！
美食・購物・觀光設施・體驗等！

Amami 奄美
大自然を舞台に遊ぶ。癒される。学ぶ。神秘的島、奄美へ！

隱私權規範 | 常見問題

Fee (tax-excluded)	Taiwan/English/Korean/Hongkong/Chinese/Thai Please contact us		
Estimated number of deliveries	Please inquire as it varies by route.		
Publication Period	1 month (updated on the 1st of each month)		
Distribution Date	3 days prior to boarding	Number of slots	3 slots
Places to be published	E-Newsletter Bottom		

Capacity	Within 50KB	Animation	Not available
File format	GIF・JPEG・PNG File name : bnr_[Company Name]_[Scheduled publication date]_[Language] (ex) bnr_momoshoji_20230601_jp		
Image size	635 pixels (left/right) x 390 pixels (top/bottom) Borders not allowed		
Text	[AD] (4 characters) at the beginning and within 36 double-byte characters. *Alphanumeric characters must be one-byte characters. *Refer to the "Ad Banner Specifications" page.		
Destination	URL required	Number of links	1 location per banner
Link to	External links allowed	Undressable	not available
Application deadline	15 business days in advance	Deadline of submission	7 business days before

Large stickers on Peach aircraft !

This is an advertising medium with excellent buzz and visibility



※ Image of pastable area

※ In principle, the area between the trailing edge of the main wings and the leading edge of the horizontal tail wing is the area to be affixed.

- Please allow a lead time of approximately 3 months from application to posting.
- The aircraft cannot be specified. The start date of the display will be decided upon consultation with the coordinator of the aircraft work schedule. However, the aircraft work may be rescheduled for a few days due to weather or other reasons. Please be aware of this in advance.
- If the sheet is removed for the advertiser's convenience, the work schedule will be adjusted accordingly. Please note that we cannot respond to requests for a specific date.
- We will screen the company and the content, expression, and creativity of the display in advance.
- We will not accept any design that may damage Peach's brand or cause air traffic controllers to misidentify Peach as an airline company.
- Designs that cover window frames are not acceptable.
- Please note that we may not be able to install the product during the winter season due to environmental reasons, Please consult with us as soon as possible.

Items	Contents	Other
Period	semiannual contract	Term negotiable(Not available for less than 6 months)
Maximum Size	(Left side) 3,000mm (V) x 6,800mm (W) (Right side) 3,000mm (V) x 6,800mm (W)	Some parts cannot be constructed.Please consult us in advance.
Number of frames	One space per aircraft (Displayed on both the left and right sides of the aircraft)	Based on number of aircraft

Application:4 months before Design finalization :3 months before
3 months prior to submission

Route	Fee	Other
Conforms to aircraft (domestic・Int'l)	Please contact us	Aircraft and route cannot be specified

Stickers on aircraft doors and in-flight announcements !

It is an advertising medium that can be named after the aircraft and is a great topic of conversation.



● **Examples of in-flight announcements**
 「Hello everyone and welcome to Peach.
 This is flight MM123, ...
 Thank you for flying with us today.」

Items	Contents	Other
Period	One month	Due to equipment availability, dates cannot be specified.
Size	Vertical: 550mm Width: 800mm	
Number of slots	One slot / aircraft (Exit door section)	Target aircraft: 5 aircrafts
Application: 3 months in advance		Submission: 1 month in advance
Route	Fee/month (tax-excluded)	Notes
Compliant with airframe (domestic ・ Int'l)	Please contact us	In-flight announcements by flight attendants

- Please allow a lead time of approximately 3 months from application to posting.
- The aircraft cannot be specified. The start date of the display will be decided upon consultation with the coordinator of the aircraft work schedule. However, the aircraft work may be rescheduled for a few days due to weather or other reasons. Please be aware of this in advance.
- If the sheet is removed for the advertiser's convenience, the work schedule will be adjusted accordingly. Please note that we cannot respond to requests for a specific date.
- We will screen the company and the content, expression, and creativity of the display in advance.
- We will not accept any design that may damage Peach's brand or cause air traffic controllers to misidentify Peach as an airline company.

Flight attendants will help you promote your products



Items	Contents	Other
Flight Attendant Dispatch	Photography and video shooting are available upon request. (Please make your own arrangements for photographic equipment, hair, and makeup.)	No auditions allowed
Survey	We will provide the flight attendants with an experience of your products and answer questionnaires (about 10 questions/person)	Please tally the totals at your company. (Trial period: about 1 week)

Items	Basic charge (tax-excluded)	Notes
Flight Attendant Dispatch	Please contact us	Amount per person per day.
Survey	Please contact us	Flight attendants :20 people Questioning :10 questions ※The number of additional people can be discussed
Office expenses	Please contact us	

- We can dispatch a flight attendant from one cabin crew member.
- We will not be able to audition flight attendants.
- We may decline depending on the content.
- Flight attendants' shifts must be arranged in advance. Depending on the shift situation, we may decline the offer.
- If filming is required, all costs related to filming must be borne by your company.
- We may not be able to respond to questionnaires that require a long period of time to complete or that are to be taken (diet foods, medicines, etc.).
- If you would like to use your comments or photographed materials in various media, Peach will check and approve them in advance. (In some cases, approval may not be granted.)
- The secretariat fee is a net fee.

Very popular !

Appearance by Flight Attendants! Video for In-flight

peach



We can produce an original video of your choice and broadcast it on all Peach aircraft for secondary use.

Peach's iconic flight attendants and travel specialists will introduce "products, services, facilities, and sightseeing spots" in the video. This video is like a Youtube project to promote your company's products (services) by challenging various missions and reporting on their experiences. The video will be available on Peach's in-flight digital service and on Peach's official Youtube site.

●What is the in-flight service ?

https://www.flypeach.com/lm/ai/inflights/inflight_digital_service

Customers can access Peach's in-flight server from their smartphones and tablets to purchase Peach products, watch Peach videos, and enjoy flight maps.

<Length of video> 5 to 10 minutes
(negotiable depending on the content of the project)



Items	Charge	Notes
Advertising Rates	Please contact us	Secondary use available ※Negotiable regarding operation
Production Fee(NET)	Please contact us	Varies depending on the content of the project and the duration of the shoot.
▼ About Video Placement		
Place of publication	①Peach all in-flight (On the In-flight service) ②Peach official YouTube	
Publication Period	①Peach all in-flight : 3 months * March-May, June-August, September-November, December-February ②Peach official YouTube : Month of in-flight loading - no expiration date	
Application deadline	4 months before the desired month of publication First business day	

New !

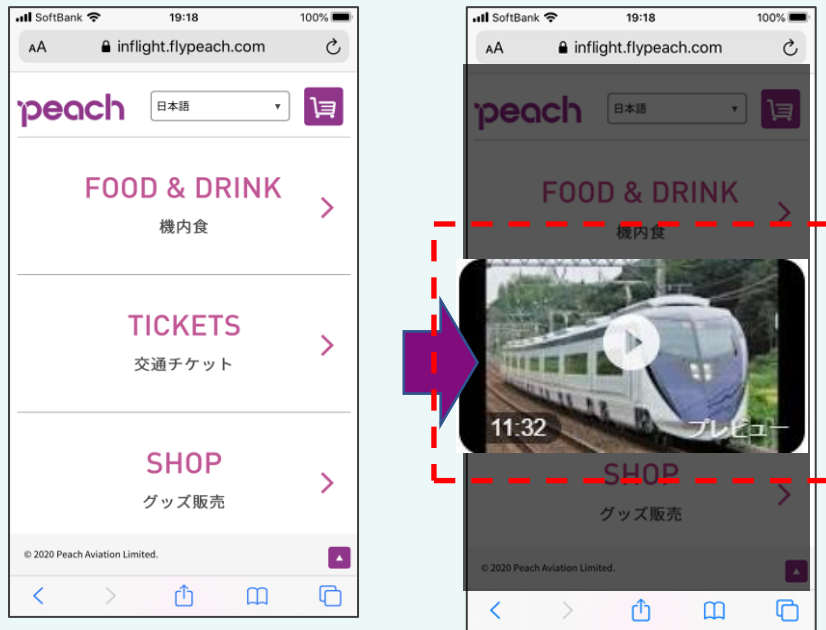
In-flight Bumper Ads

peach

Advertising videos are now available for all in-flight service passengers to view !

This is a bumper ad that can be exposed on the TOP screen of the in-flight digital service. Because the advertising video is automatically played, all customers who use the service will watch. This is a great way to gain broad recognition for your products and services.

In-flight Digital Service TOP Screen



↑When you enter the TOP screen the video will automatically play.

●What is the in-flight service ?

https://www.flypeach.com/lm/ai/inflights/inflight_digital_service

Customers can access Peach's in-flight server from their smartphones and tablets to purchase Peach products, watch Peach videos, and enjoy flight maps.

Item	Contents	Other
Style	Auto-playing 6-second video	Audio is muted
Target	Segmentation available at different airports for departure and arrival *Ability to specify age and gender (no change in price)	Video can be set by language
Application	3 months prior to the date of publication	In principle, the dates of in-flight publication are One day in March, June, September and December
Submission of manuscript	Video delivery in specified format (see P35)	Two months before the first draft is submitted
slot	One line, one slot	
Period	1 month unit	

Items	Basic charge (tax-excluded)
Listing fees by route	Please contact us
administration fee	Please contact us

●Videos will be posted on one day in March, June, September, and December (four times a year), Please apply and submit your video according to the timing of publication.

New !

Product-linked Video Ads peach

Advertising videos are now available for viewing by customers who have flowed into the target product pages!

This is a product-linked video advertisement that can easily convey the appeal of the product on the product purchase page (product introduction screen and product purchase completion screen). This is the ideal medium for those who wish to introduce their products in more detail and explain them to customers.

①Product Introduction Video



②Screen after completion of product purchase



Items	Contents	Other
Format	Automatic playback No time limit	Audio is muted Transition to next screen possible during playback
Target	Visitors who flowed to the target product page	
Application	3 months before the date of publication	In principle, the dates of in-flight publication are One day in March, June, September and December
Submission	Video delivery in specified format	Two months before the first draft is submitted

Items	Basic charge (tax-excluded)
①Product Introduction Video	Please contact us
②Screen after completion of product purchase	Please contact us
Administration Fee	Please contact us

●What is the in-flight service ?

https://www.flypeach.com/lm/ai/inflights/inflight_digital_service



Inquiry

Advertising contact
Peach Business Strategy & Planning
Peach Aviation Ltd.
advertisement@flypeach.com