

Cathay Pacific: Discover The Shop Online

Shop before you fly. Cathay Pacific has introduced an online ordering service that allows passengers to pre-order purchases from a selection of more than 250 products for collection onboard. Customers can use their Asia Miles to redeem the products or pay for them inflight. Orders must be made online between two and 21 days before a passenger's next flight with Cathay Pacific. In addition, there is a wide selection of products available for home delivery in Hong Kong. Presence in this online platform www.cathaypacific.com/dutyfree makes buying your brand even easier.

FREQUENCY:	Quarterly
MONTHLY TRAFFIC:	180,000
PURCHASES FROM MARCO POLO CLUB MEMBERS:	55.5%
PURCHASES FROM ASIA MILES MEMBERS:	16.1%
PURCHASES FROM NON MEMBERS:	28.4%

Advertising Rates

Insertions (USD)	Frequency Discount		
	1	2	4
Top banner ad on category page (532 x 120, support animation)	860	840	820
Packshots under Best Picks on landing page (100 x 100)	630	615	600
Category packshots (100 x 100)	475	465	455