



## THE BUY AS YOU FLY BRAND

Ryanair offers 1,600 flights daily to 185 destinations. In 2015 it had 103,000,000 customers.

*Buy as you Fly* is a 32-page mail order catalogue that is given out during flights. Customers choose and order items while in the air or order online or from the comfort of their home afterwards.

The available list is customers who have purchased from home so is extremely well suited for general mail order, travel, finance and insurance offers.

# RYANAIR: *BUY AS YOU FLY*

*Buy as You Fly* is Ryanair's on-board mail order catalogue ([www.ryanair.com](http://www.ryanair.com)).

## PROFILE

Gender: 60% female  
Age: 50+  
Demographic: BC1/C2

## Further information

Please contact one of the sales team on 0845 643 8470 or email [info@griffinmediasolutions.com](mailto:info@griffinmediasolutions.com).

**RYANAIR**

## THE FIGURES

**Email:** GDPR compliant  
counts available on request  
**Rate:** £55/000 + broadcast rate

**Postal:** GDPR compliant  
counts available on request  
**Rate:** £115/000

**Selections:** £10/000

**Delivery fee:** £35