



# MORE REACH FOR YOUR BRAND

For your topic or your event, use our network, focus on  
successful communication in the aviation business.

The background is a complex collage. It features a large commercial airplane in flight, overlaid with semi-transparent stock market charts and candlestick patterns. A magnifying glass is positioned on the left, focusing on a specific data point. At the bottom, a hand is shown typing on a laptop keyboard. Various social media icons are scattered throughout, including a person icon with the number 18, an envelope icon with 11, an '@' symbol with 9, and a heart icon with 25. The overall color palette is dominated by blues, reds, and greys, with a bright light source creating a lens flare effect.

BROADCASTING  
VIDEO PR  
SOCIAL MEDIA

MEDIA POSTING

LIVE CONTENT

# SUCCESSFUL SOCIAL MEDIA COMMUNICATION

**MORE REACH  
FOR YOUR  
BRAND!**



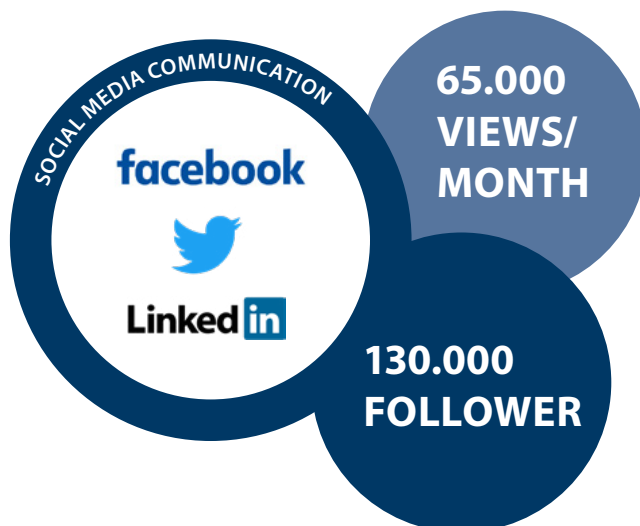
## SOCIAL MEDIA LIVE IS THE FUTURE

We support your project all the way through – starting with the briefing, right through to implementation and publication via the various channels. Needless to say, we coordinate everything with you in advance, and in detail – at the same time, we leave room for spontaneous ideas.

We look behind the scenes, conducting interviews, posting news articles and contributions. We give enterprises a 'human face', and strengthen their ties to target groups. State-of-the-art communications – live and direct: this is what we will realise through social media, for you and your project.

## MEDIA POSTING FOR MORE INCREASE IN MEDIA REACH

Our services don't stop with editorial work or video production: we will be pleased to disseminate your posts via the channels we cover. For this purpose, we will adapt the postings to the respective format – if appropriate we may also edit them in coordination with you. We want to make sure your content is right on target.



# SUCCESSFUL VIDEO PR INCLUDING BROAD DISTRIBUTION

## VIDEO CONTENT IS THE MOST IMPORTANT PR TOOL!

In the near future, 80 percent of the global internet traffic will be attributed to video content. Magazines, TV channels, news sites, blogs need video content on a daily basis. Practice has shown that topics in press releases have a better chance of being published if video content is included. We turn your press release into the most modern tool of communication for maximum awareness – videos! If you already have video content or if you produce video content yourself, we can use it. After a quality check, we will put your material into an archive that we will establish for you. The video can be taken over by media on 1:1 basis. You can integrate the video also into your written press release / press release mailing.

## ONE OF THE LARGEST CONTENT SUPPLIERS

Especially in the tourism sector, flying media has become a trademark in the industry. In recent years, we have become one of the largest content suppliers in German-speaking countries. The close cooperation with destinations, agencies and tourist service providers has since then provided optimal networking and a bridge to the media world. Even for publishers and magazines, especially in the online area, we offer the entire spectrum of content in the video sector.



## SOME MORE CHANNELS:

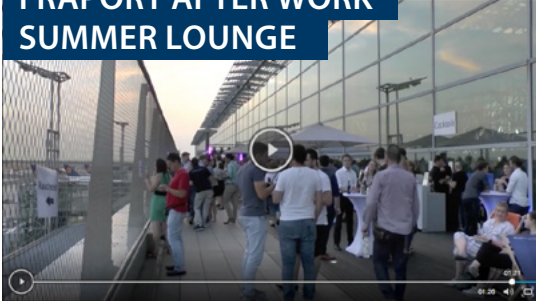
**TV Travel News 24:** 63,444 monthly page visits

**Tourexpi:** Leading travel magazine, 655,000 monthly reach

**MSN.com:** News Platform 90 Mio technical monthly reach.

# LAST ACTIVITIES

## FRAPORT AFTER WORK SUMMER LOUNGE



### Pro7/Sat1 Netzwerk:

412.664 Videoviews

### AOL Netzwerk:

177.319 Views

### LinkedIn, Twitter, YouTube & Co.:

62.000 Views (mainly Frankfurt-Rhein-Main area)



SOCIAL MEDIA  
FLIGHT WITH  
FLYBMI

## SOCIAL MEDIA FLIGHT WITH FLYBMI TO KARLSTADT



### Pro7/Sat1 Netzwerk:

210.443 Videoviews

### AOL Netzwerk:

101.553 Views

### LinkedIn, Twitter, YouTube & Co.:

83.000 Views



SOCIAL MEDIA  
VISIT TO FDH  
BODENSEE  
AIRPORT  
FRIEDRICHSHAFEN

## INTERVIEW WITH CEO OF BODEN- SEE AIRPORT FRIEDRICHSHAFEN



### Pro7/Sat1 Netzwerk:

109.554 Videoviews

### AOL Netzwerk:

65.422 Views

### LinkedIn, Twitter, YouTube & Co.:

57.000 Views

## JOHANN LAFER IS COOKING FOR THE AIRLINE



### Pro7/Sat1 Netzwerk:

XYZ Videoviews

### AOL Netzwerk:

XYZ Views

### LinkedIn, Twitter, YouTube & Co.:

62.000 Views

SINGAPORE  
AIRLINES PRESENTS  
GERMAN CELEBRITY  
CHEF JOHANN LAFER

Flying Media, the aviation TV production and dissemination platform, and its social media counterpart, Aviation Event social media, have officially announced their cooperation – with Fraport, flybmi and Bodensee Airport Friedrichshafen as launch partners. For details, please visit our “Aviation Event” social media channels, and the online portals of Flying Media and its partners. You will also find further information attached.

Flying Media contributes extensive coverage to the ‚niche industry‘ of aviation, with the number of followers running to six-digit figures – for some channels, even exceeding the one million mark. Aviation Event contributes a highly focused aviation target group, alongside general decision-makers, thus facilitating direct (and easily measurable) access to C-level contacts via social media (with tens of thousands of followers), especially via LinkedIn. In cooperation with media partner Handelsblatt, the German business daily newspaper, this constitutes the perfect platform for aviation media communications.

Coverage will be disseminated via social media as well as via TV/online portals. Details regarding the current media ranges are provided in the attached document. We expect further growth in these ranges over the forthcoming autumn/winter period; at present, we are witnessing monthly growth between 5% and +15%. It is however difficult to provide a more precise forecast.

## FOR MORE SUCCESS AND INFORMATION CONTACT US

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