# Jetstar Media

Media Pack 2025/2026

Jetstar

### We're All About 1:1 Connections

Every journey is more than just a flight, it's the start of an adventure, a long-awaited escape, or a chance to reconnect.

From the excitement of booking, to the anticipation of travelling and the memories created along the way, Jetstar customers are highly engaged, highly receptive and ready to be inspired.

Jetstar Media provides a unique opportunity to connect with customers at every stage of their journey, delivering the right message, to the right person at the right time, at scale.







# **Coverage That Unites**



The Jetstar network reaches customers at scale beyond borders.



30,000,000+

passengers (FY25) on



140,000

flights last year, travelling to



**57** 

Amazing destinations in



12

countries worldwide.



### **Customers Numbers That Soar**



30,000,000+

passengers (FY25) on



16,600,000+

Unique travellers



7,000,000+

Jetmail subscribers



1,700,000+

Website visitors monthly



440,000+

Club Jetstar members

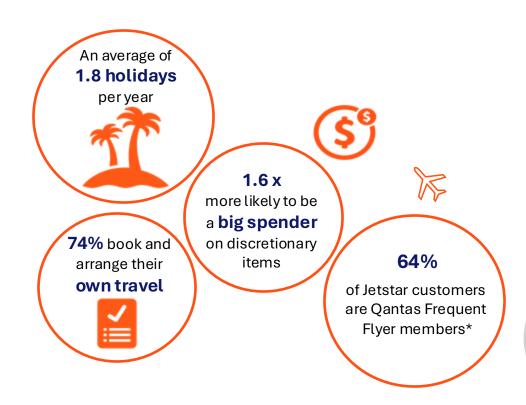




# **Understanding Our Customers**

Jetstar's media assets are strategically positioned across the customer journey, ensuring partner offers reach travellers at the ideal moment for consideration.

Leveraging first-party data, we deliver tailored messages to the right audience at the right time, driving meaningful engagement and results.







Strictly Confidential - Commercial in Confidence

### **Active and Involved Customers**

Every journey is more than just a flight, it's the start of an adventure. This is your opportunity to connect with travellers when they're most receptive whether they're planning, exploring, or unwinding in the sky.

2.0 x

More likely to visit wineries, breweries and distilleries on their holiday\* 1.9 x

More likely to eat at restaurants regularly\*

1.6 x

More likely to try a new hotel or resort\*

2.9 x

More likely to go shopping\*

1.9 x

More likely to visit an art gallery, museum or antique exhibition\*

2.6 x

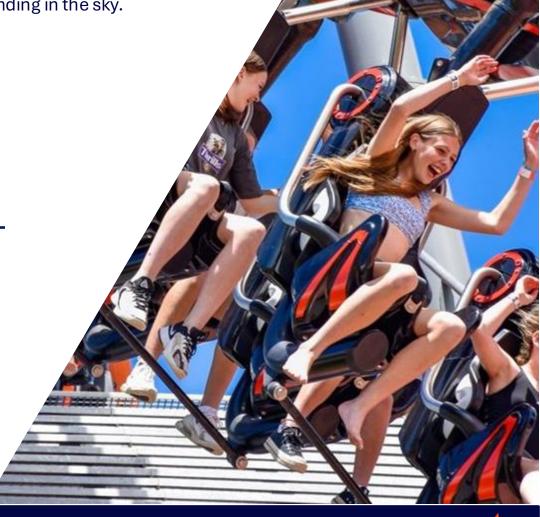
More likely to go to a theme park\*

2.8 x

More likely to attend a live sporting event\*

1.9 x

More likely to attend a music festival\*



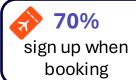
<sup>\*</sup> Source: Roy Morgan Single Source, 12 months to December 2025

### **Club Jetstar**



Club Jetstar is Jetstar's paid membership program offering immediate value to its members. It provides a key opportunity to connect with a highly engaged and well understood customer base of frequent travellers who embody the Jetstar brand.







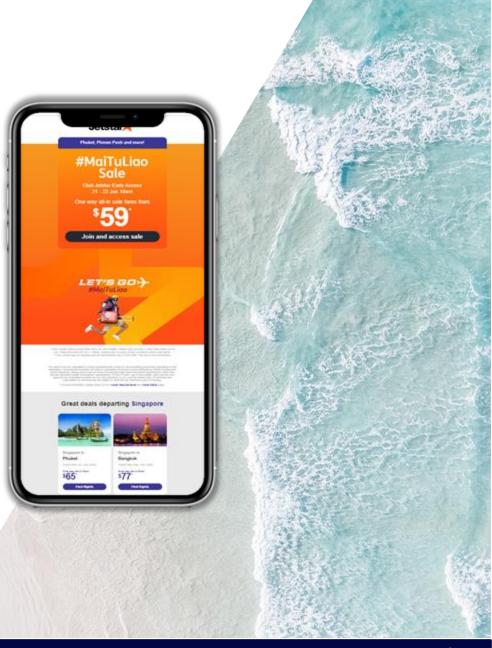
44% average email open rate















# **Connect Across a Multi-Channel Ecosystem**

Unlock the full potential of your brand with our seamless omnichannel ecosystem.



#### Jetmail

Sponsor a Jetmail sale, tapping into a database filled with 7 million individuals.

#### Jetstar.com

Inspire an audience in a holiday mindset, reaching travel intenders in their dreaming state of mind.

#### Post-booking emails

Provides a personalised way of reaching a travelling audience based on their travel plans.

#### Internal ambient

Reach a captive audience, with ambient activations dispersed within the cabin.

#### Aircraft livery

Huge impact plane wraps are as big as activations get, maximising impact and generating PR opportunities.

#### In Flight Entertainment (IFE)

Delivers entertainment via back of seat screens or a BYOD WiFi enabled platform. Build your campaign with cut through ad placement as well as content hosting, available on both Domestic and International flights



### **Brands We Work With**





















































### Jetstar eDM: Jetmail

- Jetmails inspire 7 million subscribers to book flights with sharp offers and sales.
- Sale eDMs provide the opportunity for partners to build pre purchase awareness and drive consideration.

#### Jetmail categories:

- Holidays
- Market Launch
- Partnership
- Planned Seasonal
- Friday Fare Frenzy
- Club Jetstar Exclusive and Early Access

6.20% click through rate

1 - 2million sends per Jetmail Campaign

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### Jetstar.com

- One of Australia's **most-visited travel platforms**, Jetstar.com connects with highly engaged travel intenders, inspiring journeys and driving conversion at every touchpoint.
- Jetstar.com is the only airline website in Australia offering display advertising, providing brands with a unique and powerful platform to connect with highly engaged travellers at scale.



1,729,172 unique persons reached each month

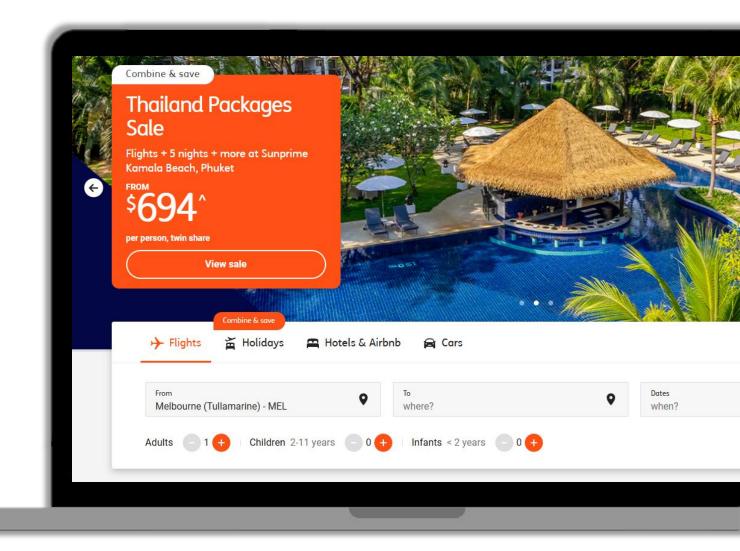


**9.38 minutes** average session time



#### **Banner Placement**

- Home page
- Deals page
- Destination page







# **Post Booking Email (PBE)**

- Post booking is the perfect moment to engage. Customers are actively building their itineraries, making this the ideal stage to capture attention and drive engagement with targeted messages.
- Powered by 1PD ensuring the right audience receives the right offer at the perfect moment.

#### Targeted by:

- Port of origin/destination
- Domestic or international
- Departure date
- Travelling with children
- Age

- Gender
- Car hire booked
- Accommodation booked
- Insurance booked
- QFF

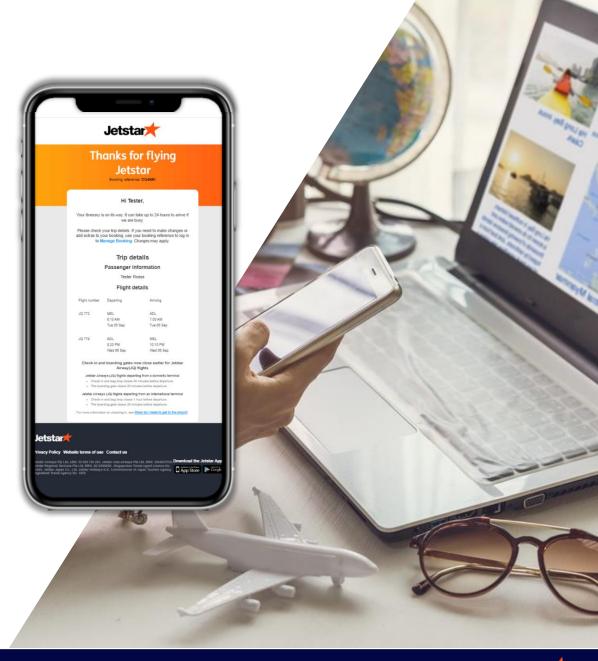








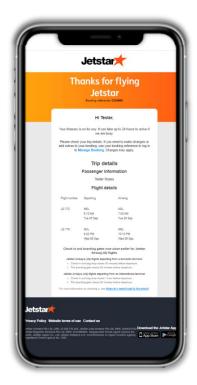


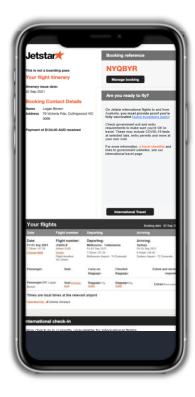




# **Post Booking Email (PBE)**

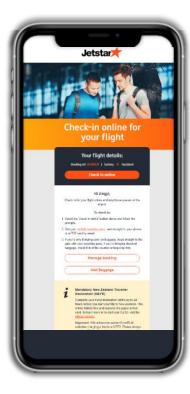
Our partnership model ensures that every email delivers relevant offers, adding value at each stage of the customer journey.













Booking Confirmation
Within minutes

Itinerary
On booking up to 24hours

Inspire email
30 Days prior

Pre - Departure

2 Days prior

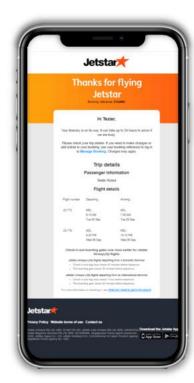
Online Check-in
1 Day prior

Pre - Return 2 Days prior



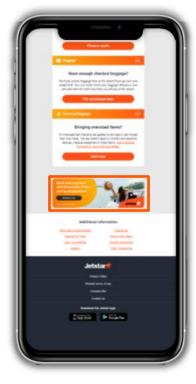
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# Manage My Booking & Boarding Pass

- Built around passenger's profile and first party data.
- MMB is a snapshot of passengers' booking status. If a booking has been made or altered, the MMB page is the customer's trusted source of truth with all their travel itinerary captured.
- The PDF boarding pass delivers a large format ad unit that engages the customer with a clickable ad unit that delivers a massive what else question.

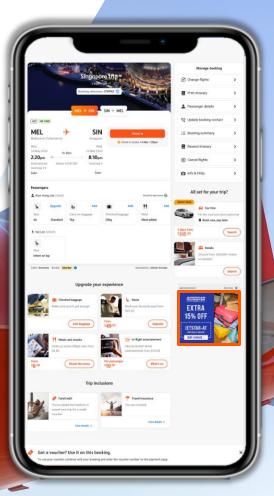
#### Manage My Booking

- Confirmation page
- What else can be added ad inclusion
- Keep going back to page as inclusion are added
- Pop up clickable ad unit

#### **PDF Boarding Pass**

- Clickable unit
- Highly targeted
- Last advertising opportunity before flight









### **Airbus Ambient Activation.**

**Overhead Lockers, Tray Tables & Seat-Pocket Promotions** 

Reach more than 22,000 passengers per month or 66,000 over a 3-month campaign period per plane, in one of the most captive, engaging and unsaturated environments imaginable.

162 tray tables



**30** overhead lockers



162

seat pockets



A powerful way to engage passengers from 90min to 4 hours each time



### **Airbus Ambient Activation.**

**Jetstar Aircraft Livery** 

### **Delivering unmatched impact and exposure**

- Maximise brand visibility with the industry's most impactful out-of-home advertising opportunities.
- Wrap a Jetstar A320 for three months and turn it into a flying billboard.





# **In-Flight Entertainment**

Take your brand to new heights with Jetstar's in-flight entertainment, where advertisers connect with a truly engaged audience mid-journey.



**Reach: 320,000 passengers per content cycle.** 

Airbus: Blue Box WiFi & BYOD

Reach: Over 2 million passengers bimonthly





# **IFE Content Marketing**

Destination partners can take advantage of a mass reach inflight medium, informing, inspiring and educating passengers with bespoke destination and attraction guides.

The IFE ecosystem will include more user engaging free content as well as partner sponsored content.

#### **Advertising Opportunities**

- Banners
- Pre-roll
- Competitions
- · Content hosting

#### **Exclusivity & Lockout**

One destination promoter to access the Content Hosting opportunity per content cycle, deliver 100% SOV per category.



#### **Content Hosting**

Content hosting delivers rich brand messaging to a captive audience seeking to be entertained and inspired.



#### **Pre-roll spots**

Pre-roll ad spots across all destination guides and free TV deliver audience numbers and views



#### **Banner ads**

Banner ads drive awareness and with quick click to view CTA we make sure your content is engaged with.





# **Advertising Opportunities Across The Full Ecosystem**



# **Fully Flexible Bundles**

Value and flexibility is key at Jetstar so build your ideal campaign with Jetstar Media now.

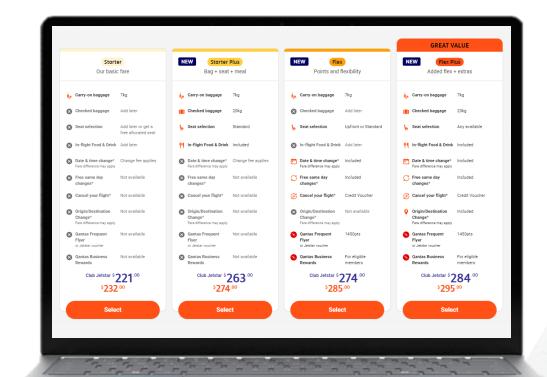














ADVERTIS

LEARN FROM THE BEST TO ENSURE



