



fly smart
blue

Η ΚΑΘΗΜΕΡΙΝΗ
COMMERCIAL DEPT.

BLUE “FLY SMART”

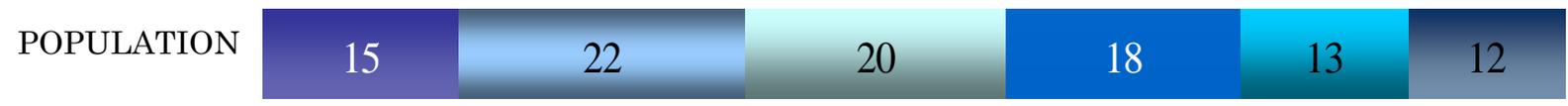
- A unique bilingual edition for the travelers of Aegean Airlines.
- Inspired by the local and international flight destinations of the Aegean Airlines. Its columns include ...
 - Cultural agendas around the world
 - Travelers’ guides for selected cities (destinations of Aegean Airlines) with useful and updated suggestions for accommodation, sight-seeing, dining, entertainment
 - Local cuisines
 - Fashion and shopping guides
 - Interviews by people of the arts & culture
- BLUE is an inflight magazine for the travelers of Aegean Airlines in both domestic and international flights.
- Aegean Airlines travelers:
 - Belong mainly to the 25-44 age groups
 - Are employed and of higher and highest education

Aegean Travelers' Demographics

%



■ MEN ■ WOMEN



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

Aegean Travelers' Demographics

EDUCATION

%

POPULATION



AEGEAN TRAVELERS



■ HIGHER/ HIGHEST

■ MIDDLE

■ ELEMENTARY

JOB STATUS

AEGEAN TRAVELERS



■ PRIVATE SECTOR

■ PUBLIC SECTOR

■ FREELANCER

■ UNEMPLOYED

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