

Media kit 2026

ADVERTISING ON
WIRELESS IN-FLIGHT ENTERTAINMENT

ENGAGING
24 Million
PREMIUM PASSENGERS



Discount

DISCOUNT RATES

Quantity	Discount rates
01 ad unit	5%
02-03 ad units	15%
04-06 ad units	20%
From 07-12 ad units	25%



TERMS & CONDITIONS

1. All rates quoted above are exclusive of Value Added Tax (VAT).
2. Advertising rates do not include creative design, artwork production, or revision costs.
3. Advertising materials must be submitted at least 14 days prior to the scheduled publication date. Advertisements will be published on the website at 08:00 AM on the scheduled publication date.
4. The scheduled publication date must fall on a weekday (Monday to Friday). Special publication requests, including but not limited to alternative publishing times or weekend publication, may be accommodated subject to a 10% surcharge per request.
5. A one-month advertising period is calculated from 08:00 AM on the agreed start date of the current month to 08:00 AM on the corresponding date of the following month. Advertisers may flexibly choose their preferred campaign start date.

Advertising regulation



BANNER ADVERTISING

- File size: Minimum 200KB; maximum 2MB.
- Advertisers must provide banner artwork in the required dimensions and file size specifications, together with the destination URL linking to the advertiser's website.

ADVERTORIAL ARTICLES WITH VIDEO (TVC)

- Embedded video file size must not exceed 30MB, with a maximum duration of 2 minutes.
- Accompanying text content must not exceed 100 words.

ADVERTORIAL ARTICLES

- Advertisers are responsible for providing all content and images and ensuring the accuracy of the information. Heritage reserves the right to review and edit content to ensure compliance with applicable regulations and Heritage Online editorial standards.
- All advertorials must display the label "BUSINESS INFORMATION" or "Advertorial" in the Super Title position (above the headline) to clearly indicate that the content is provided by the advertiser.
- **Headline:** Maximum 14 words (customer hyperlinks are not permitted in the headline).

- **Chapeau (introductory summary):** Maximum 35 words (customer hyperlinks are not permitted in the chapeau).
- **Article body:** Maximum 1,000 words.
- Any section exceeding 400 words must include an intertitle (subheading).

- **Hotline numbers:** Maximum of 2 hotline numbers per article.

- **Backlinks:** Up to 3 backlinks to the advertiser's official and legally compliant website. Links to social media platforms or news aggregation websites are not permitted.

- A maximum of 8 copyrighted images may be included per article (excluding eMagazine-format articles).

- **Backlink placement:** Hyperlinks may only be embedded within keywords or phrases of up to 4 words and must appear within the article body text. Backlinks are not permitted in:
 - Headlines; Intertitles (subheadings);
 - Chapeaux;
 - Image captions;
 - Images or video content.

- **Tags:** Advertisers must specify the tags when submitting the article. Each tag may contain a maximum of 5 words, and each article may include up to 5 tags.