



Advertising Rates & Data
June 2009

A little history

Founded in 2003, V-Flyer is a unique resource for passengers of Virgin-branded travel companies. It is a site created and maintained by the passengers themselves.

Tools on the site range from reference materials for flight ticket codes to interactive seatmaps which allow travellers to rate specific seats on each aircraft (a very popular feature!). But the most visited area of the site is the forum, which is a combination of peer-to-peer information sharing and social networking via the custom-written profile pages.

Regular visitors to the site also take part in frequent social activities in the "real world". Our events have been as diverse as

itinerary-packed trips to Las Vegas, charity-supporting fun runs across San Francisco, exclusively-organised tours of Concorde at Manchester and culturally-stimulating visits to the Edinburgh Festival. The social side of V-Flyer is a key part of the strong bonds built between our community, and it has led to many great friendships being formed - and at least in one case, a proposal of marriage.

V-Flyer now regularly serves over 75,000 unique users who are making over 300,000 visits to the site per month. 25,000 of our traffic is generated from natural searches in Google and we deliver over 70GB of data to our visitors per month.

How we collect our data

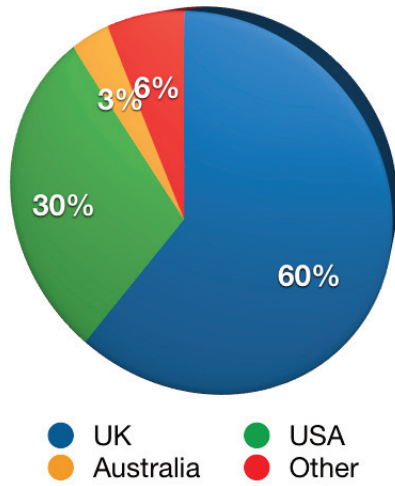
Every year we organise the V-Flyer Awards to acknowledge our favourite parts of the service provided by the various Virgin travel companies. This gives us an opportunity to quiz our visitors as

to their profile and travelling preferences. The data in this document was collected in the 2009 awards, recorded between January - April 2009.

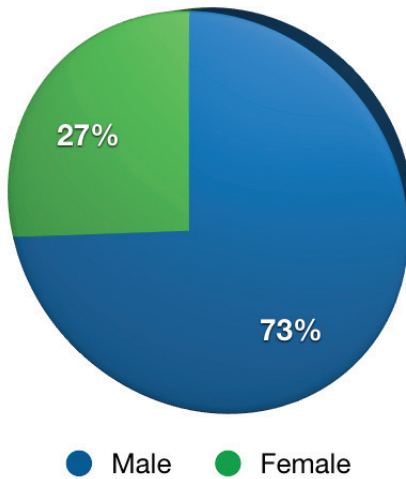
Visitor Profiles

Home Country

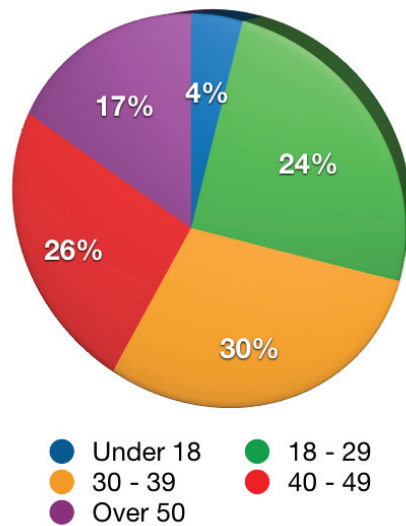
The majority of our visitors are from the UK and US (90% of all traffic), but with growing interest from Australia.



Gender

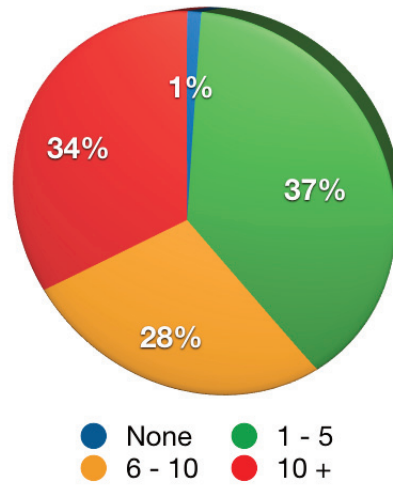


Age Range

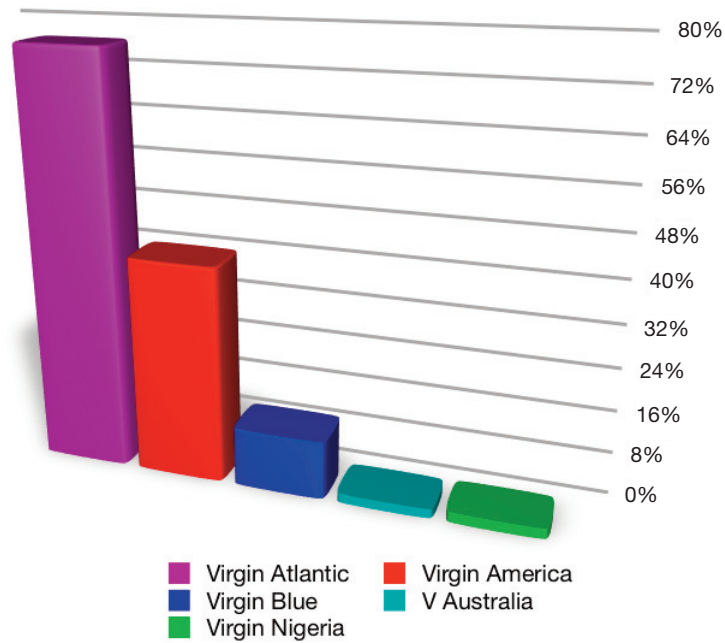


Travel Patterns

Average number of flights taken per year
Our visitors are jet-set, with more than half flying more than five times per year.



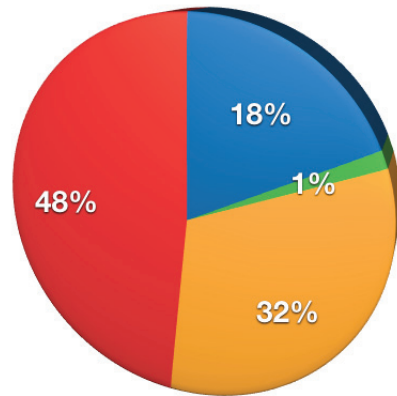
Percentage of V-Flyers who have flown with the following airlines



Cabin Type

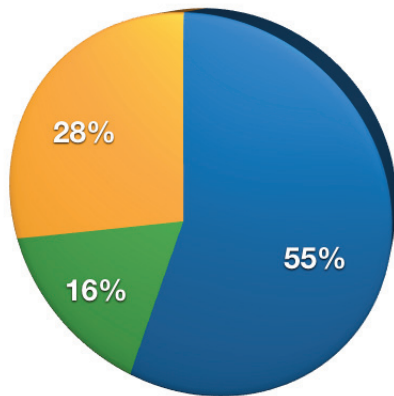
Normal cabin class travelled in

When flying Virgin Atlantic



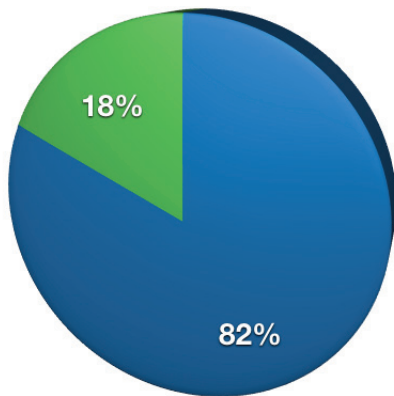
- Economy
- Economy (Extra Legroom)
- Premium Economy
- Upper Class

When flying Virgin America



- Main Cabin
- Main Cabin Select
- First

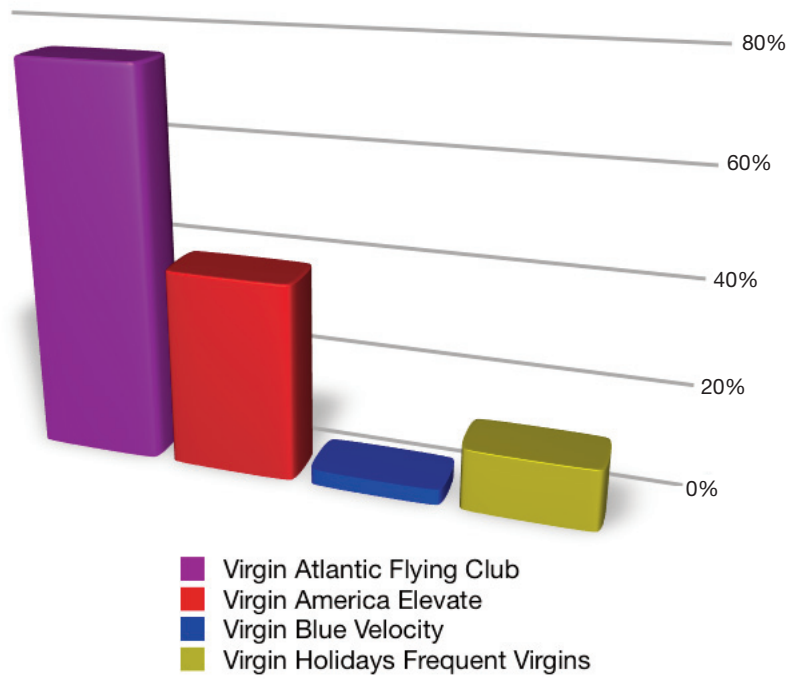
When flying Virgin Blue



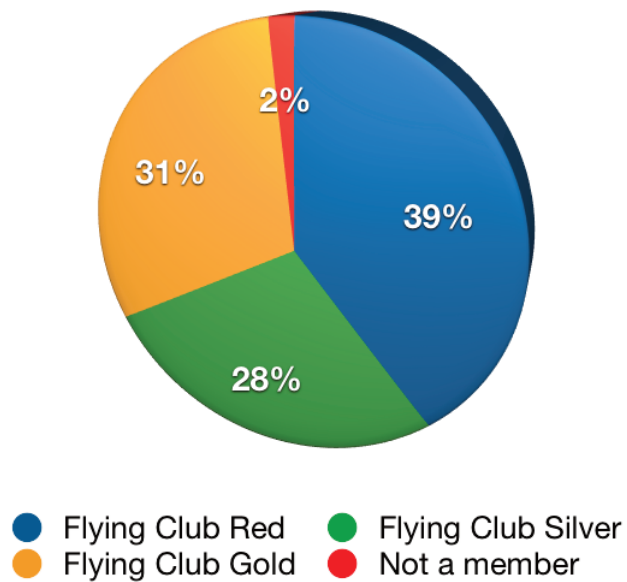
- Economy
- Premium Economy

Frequent Flyers

Membership of Virgin-branded Frequent Flyer Programme



Breakdown of membership level for V-Flyers who are members of the Virgin Atlantic Flying Club



Ad Specs & Rates

V-Flyer accepts ads in JPG, GIF and PNG format. Max file size 50K. There are no looping restrictions on Animated GIFs. Adobe Flash campaigns are subject to publisher's approval of artwork and attract a 25% rate premium to the standard rate.

Banner:	468px x 60px	£8 ex VAT CPM
Leaderboard:	728px x 90px	£10 ex VAT CPM
Button:	120px x 160px	£5 ex VAT CPM
Skyscraper:	120px x 600px	£10 ex VAT CPM

To book a campaign with V-Flyer, please contact Pete Shaw on 020 7193 8986 or at pete@v-flyer.com.

Agency discount 10%