



TIGERAIR TAIWAN

MEDIA KIT



TIGERAIR TAIWAN INTRODUCTION

2013

- China Airlines Group announced its entry into the low-cost carrier market through a joint venture with the Tigerair Airways Holdings, establishing **Tigerair Taiwan**.

2014

- **Tigerair Taiwan Co., Ltd.** was officially approved for incorporation.
- Tigerair Taiwan took delivery of its first A320 aircraft and subsequently commenced official operations.

2015

- To celebrate its first anniversary, Tigerair Taiwan partnered with the Taipei Zoo to participate in an animal adoption program, supporting wildlife conservation efforts.

2016

- Celebrated the milestone of one million passengers carried.
- Ranked No. 1 in both “Most Frequently Used Brand” and “Most Ideal Brand” in the low-cost carrier category in *30 Magazine’s* “Young Generation Brand Survey.”
- Received the highest honor—the Platinum Award—in the low-cost carrier category at the **Reader’s Digest Trusted Brands Awards**, marking its first win.

TIGERAIR TAIWAN INTRODUCTION

2017

- Repurchased the 10% stake in Tigerair Taiwan held by Tigerair Singapore, becoming a wholly owned subsidiary of the China Airlines Group.
- The only airline recognized with the **Taiwan Tourism Contribution Award (Japan Category)**.
- Awarded the **Platinum Award**—the highest honor in the low-cost carrier category—once again at the **Reader’s Digest Trusted Brands Awards**.

2018

- Shortlisted for the **World Travel Awards** for the first time, competing for Asia’s Leading Low-Cost Airline.
- Awarded the **Reader’s Digest Trusted Brands Platinum Award** in the low-cost carrier category for three consecutive years.
- Recipient of the **International Finance Magazine Award for *Best Low-Cost Airline – Taiwan 2018***.

2019

- Awarded the **Reader’s Digest Trusted Brands Platinum Award** in the low-cost carrier category for four consecutive years.
- Recipient of the highest honor, the **Chinese Charity Corporate Gold Award**, at the **2019 Chinese Charity Awards**.
- Surpassed the milestone of **9.5 million passengers carried**.
- Honored with the **Now Travel Asia Awards – Asia’s Top Budget Airlines**, becoming the only national low-cost carrier in Asia to receive this recognition.

TIGERAIR TAIWAN INTRODUCTION

2020

- Recognized by the **Reader's Digest Trusted Brands Awards** for five consecutive years, receiving the highest honor—the **Platinum Award**—in the low-cost carrier category.
- Launched Tigerair Taiwan's new e-commerce platform, **TigerSelect** (Official website: tigerselect.tigerairtw.com).

2021

- Took delivery of the first A320neo aircraft—the first of its kind in Taiwan.
- Awarded the **Reader's Digest Trusted Brands Platinum Award** in the low-cost carrier category for six consecutive years.
- Applied for listing on the Taiwan Stock Exchange, with sustainability and integrity as core operating principles.
- Reacquired ownership of the **Tigerair** brand, becoming the only airline globally authorized to use the brand.

TIGERAIR TAIWAN INTRODUCTION

2022

- Recognized by the **Reader's Digest Trusted Brands Awards** for seven consecutive years, receiving the highest honor—the **Platinum Award**—in the low-cost carrier category.
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- Tigerair Taiwan surpassed the milestone of **10 million passengers carried**.
- Applied to list on the **Taiwan Stock Exchange Innovation Board**, with sustainability and integrity as core operational principles.

2023

- Collaborated with Michelin Green Star restaurant **Little Tree Food** to introduce co-branded in-flight meals.
- The Board of Directors of the **Taiwan Stock Exchange** approved Tigerair Taiwan's listing on the Innovation Board on August 15.
- Recognized by the **Reader's Digest Trusted Brands Awards** for eight consecutive years, receiving the highest honor—the **Platinum Award**—in the low-cost carrier category.
- Held a pre-listing investor presentation, targeting completion of the Innovation Board listing in Q3.
- Held a pre-listing investor presentation, targeting completion of the Innovation Board listing in Q3.

TIGERAIR TAIWAN INTRODUCTION

2024

- Partnered with **Hung Rui Chen** to introduce a new range of in-flight meals.
- Participated in the Malayan tiger conservation program, supporting the Taipei Zoo’s global conservation initiatives.
- Awarded the **Reader’s Digest Trusted Brands Platinum Award** in the low-cost carrier category for nine consecutive years.
- Celebrated its 10th anniversary under the theme “**A Decade of Tigerair Taiwan—Taking Off Together**”, marking the beginning of a new chapter.

2025

- Implemented AI-powered recommendations and completed a comprehensive website revamp, introducing five interactive features.
- Implemented AI-powered recommendations and completed a comprehensive website revamp, introducing five interactive features.
- Incorporated 5% Sustainable Aviation Fuel (SAF) into A320neo ferry flights, demonstrating a commitment to green aviation.
- Approved the next-generation fleet plan, with a projected addition of 15 A321neo aircraft and options to purchase 4 more.



Tigerair Taiwan

officially commenced operations in 2014

The current fleet comprises a total of

9 A320 aircraft

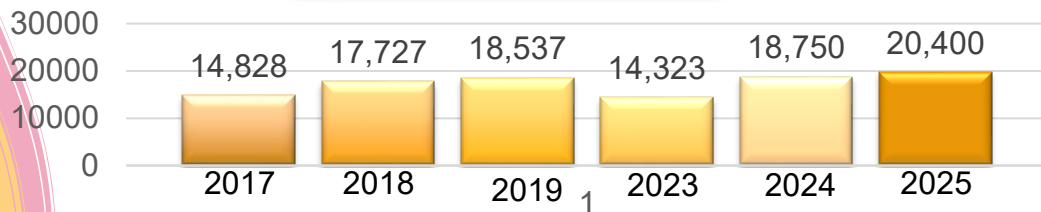
8 A320 neo

An additional three A320neo aircraft are scheduled to be added in 2026.

32 Destinations, 43 International Routes

Based in Taiwan, with primary operations across Northeast Asia, Southeast Asia

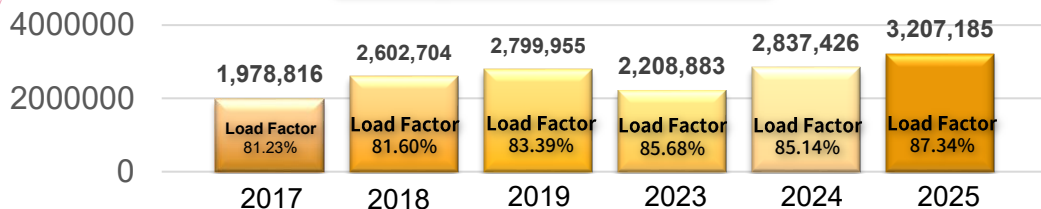
Flight Movements (2017-2025)



2025 Average Load Factor **87.34%**

Passenger traffic has shown consistent year-on-year growth.

Passenger Volume (2017-2025)



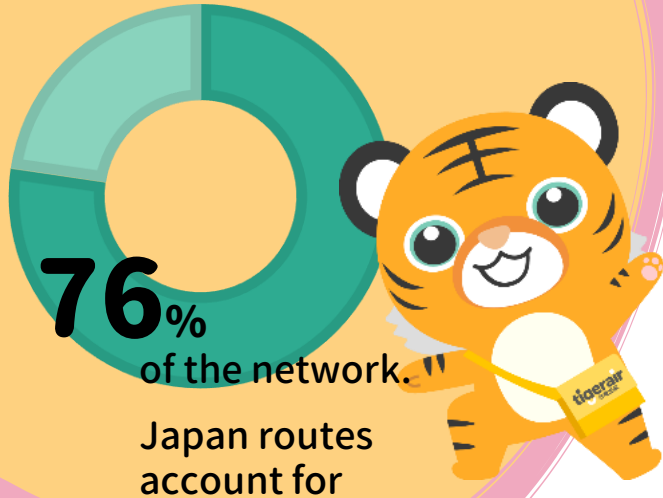
2025 Passenger Traffic Statistics

Source: CAA

Month	Flight Movements	Passenger Volume	Passenger Volume
1	2,121	329,912	85.41%
2	1,559	262,228	90.60%
3	1,565	248,242	84.31%
4	1,529	230,796	81.84%
5	1,598	242,526	80.08%
6	1,591	249,742	83.10%
7	1,734	267,924	81.92%
8	1,763	290,501	89.17%
9	1,706	262,677	82.44%
10	1,809	282,666	86.32%
11	1,682	256,069	83.28%
12	1,743	283,902	88.78%
Total	20,400	3,207,185	87.34%

Tigerair Taiwan

operates direct flights to **22** destinations across Japan.



According to data released by the Japan Tourism Agency

Q1 2026 Taiwan leads Japan's inbound tourism spending



NO.1
revenue
source

In 2025

Total inbound visitors to Japan reached **42.68 million**, setting a new all-time record.

Among them, **over 6.76 million travelers from Taiwan** visited Japan, making Taiwan the **third-largest source market**.

Total inbound tourism spending reached **JPY 9.4559 trillion**.

Taiwanese travelers contributed **JPY 1.211 trillion**, ranking **second among all overseas markets** in total spending.

In 2026 Q1

Japan welcomed **10.68 million inbound visitors**, up **1.4% YoY**.

Taiwan contributed **over 2.04 million visitors**, rising to become the **second-largest source market**.

Total inbound tourism spending reached **JPY 2.34 trillion**, with Taiwanese travelers emerging as the **top spenders**, generating **JPY 388.4 billion**.



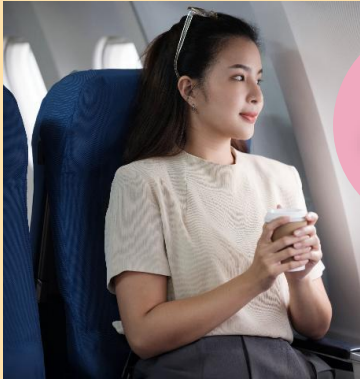
Route Network Distribution

32 Destinations, 43 International Routes

Based in **Taiwan**, with primary operations across Northeast Asia, Southeast Asia

Tigerair Taiwan Passenger Profile

Travelers aged 25-44 Accounting for



47%

Female passenger Accounting for

57.3%

Male passenger Accounting for

42.7%



Taiwanese tourists Accounting for

87.94%

JAPAN

7.69%

KOREA

1.75%

CHINA

0.71%

US : 0.61% | MY : 0.18% | CA : 0.13% | VN : 0.14%



An Exclusive Dialogue at 35,000 Feet: A 100% Immersive In-Flight Marketing Environment

Within a golden three-hour window free from internet distractions,
transform travelers' anticipation into brand affinity

01

Undistracted, Absolute Attention

Free from mobile notifications and the clutter of digital browsing, passengers are immersed in a closed cabin environment for an average of 2.5 to 4 hours. During this time, they demonstrate peak engagement and focus, ensuring that brand messages are fully received—unskippable and uninterrupted.

02

Peak Emotional Engagement

The moment a journey begins is when travelers are most relaxed, open to new experiences, and receptive to consumption—an optimal high-sensitivity state. Engaging with the brand at this point leaves a strong and lasting positive impression.

03

A Fully Immersive, Multi- Sensory Experience

From visual dominance upon boarding (headrest covers, boarding passes), to auditory engagement during the flight (in-flight announcements), and tactile interaction through hands-on experiences (in-flight sampling), this approach creates a comprehensive, 360-degree marketing environment with no blind spots.



ONLINE Media



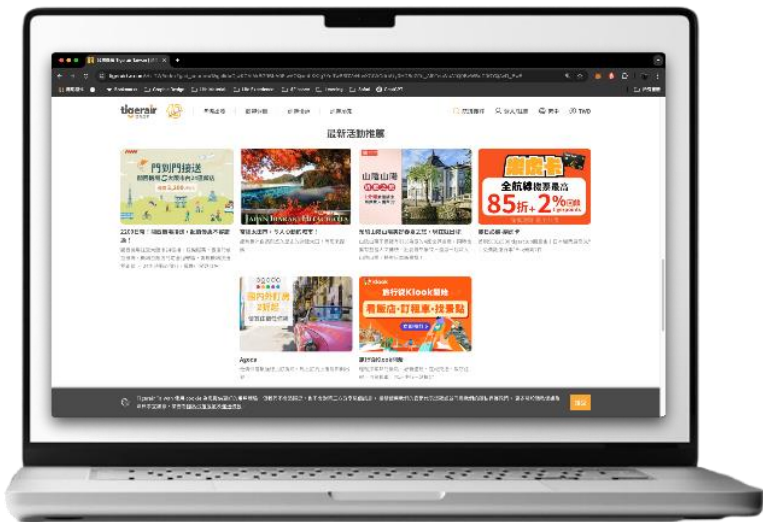
OFFLINE Media

TIGERAIR TAIWAN ADVERTISEMENT



Website Banner Advertising

Effectively target high-potential, purchase-ready audiences, including Tigerair fans and members, for impactful exposure



3,000,000
Imps / month

Country	Page Views	Unique Visitors
TW	30,061,153	8,722,685
JP	2,445,015	1,015,266
EN	1,714,757	550,129
KR	801,103	431,872
VN	39,874	16,972
TH	21,111	8,806
Title	35,083,013	10,745,730

Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
Website Banner Advertising	Tigerair Taiwan Official Website Homepage	1 month	1 month



Tigerair Taiwan EDM Banner

Effectively target high-potential audiences with travel intent and strong purchasing power for impactful exposure



500,000
Imps / month

Number of EDM Recipients

TW	473W
JP	22W
KR	5.7W
VN	963

EDM Average Open Rate

Ticket Promotion	65%
Destination Promotion	77%

Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
Tiger Taiwan EDM Banner	Banner Placement Below the EDM Advertisement Section	Approximately 500,000 emails	1



Itinerary Confirmation Email

Sent to passengers departing on all Tigerair Taiwan routes



177,390

Imps / month

(Approximately 81,720 emails per month across all routes)

Advertising recipients can be targeted based on the following criteria:

1. Route
2. Language (ZH / JP / EN / KW / TH)

Note: Service Fees for Specified Routes:

- Additional handling fees will apply when more than four designated routes are selected.

Note: If the impressions under the specified criteria are insufficient, additional targeting conditions will be applied to fulfill the required volume.

Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
Itinerary Confirmation Email	Itinerary Confirmation Email (2 placement options available) No targeting restrictions	70,000 imps	Subject to the number of impressions purchased
	Itinerary Confirmation Email (2 placement options available) Designated routes (with additional targeting criteria)	30,000 imps	Subject to the number of impressions purchased
	Itinerary Confirmation Email (2 placement options available) Non-designated routes (with additional targeting criteria)	30,000 imps	Subject to the number of impressions purchased



Pre-Departure Reminder Email (2 Days Before Departure)

Sent to passengers departing on all Tigerair Taiwan routes, two days prior to departure



149,890

Imps / month

(Approximately 63,320 emails per month across all)

Advertising recipients can be targeted based on the following criteria:

1. Route
2. Language (ZH / JP / EN / KW / TH)

Note: Service Fees for Specified Routes:

- Additional handling fees will apply when more than four designated routes are selected.

Note: If the impressions under the specified criteria are insufficient, additional targeting conditions will be applied to fulfill the required volume.

Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
Itinerary Confirmation Email (2 Days Before Departure)	Itinerary Confirmation Email (2 placement options available) No targeting restrictions	70,000 imps	Subject to the number of impressions purchased
	Itinerary Confirmation Email (2 placement options available) Designated routes (with additional targeting criteria)	30,000 imps	Subject to the number of impressions purchased
	Itinerary Confirmation Email (2 placement options available) Non-designated routes (with additional targeting criteria)	30,000 imps	Subject to the number of impressions purchased



APP Homepage Banner

Effectively target high-potential, purchase-ready audiences, including Tigerair fans and members, for impactful exposure



2,250,000
Imps / month



APP Downloads

600,000 ↑

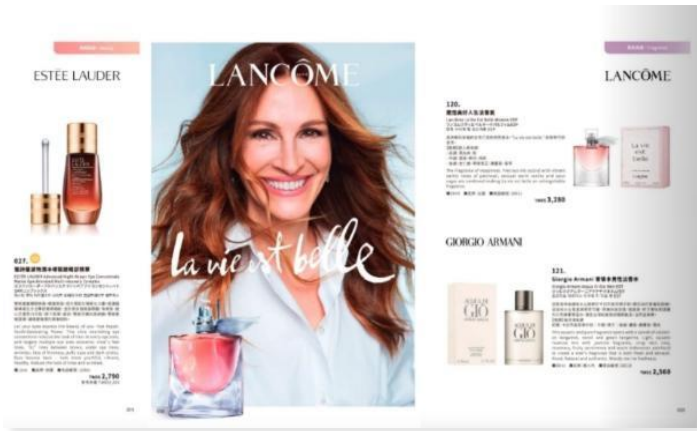
Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
Tigerair Taiwan APP	Featured Promotions Section on the Tigerair Taiwan App Homepage	1 month	1 month



tigershop In-Flight Duty-Free Magazine

Displayed within the in-flight duty-free magazine for passengers across all Tigerair Taiwan routes

270,000
Imps / month



Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
tigershop	Inside Magazine Pages 20*28cm	3 months	3 months



Boarding Pass

A must-carry medium for passengers, required to be presented before boarding and when purchasing duty-free items. **It delivers immediate brand exposure, enhances visual recall, and enables close engagement with potential customers.**



Note:

- **All Routes:** Refers to all flights departing from Taoyuan International Airport.
- **Designated Routes:** Targets specific inbound routes returning to Taiwan (subject to prior confirmation with the airline for feasibility).
- **Production Cost:** Includes a one-time execution and handling fee, as well as boarding pass proofing and printing costs (additional customs clearance fees at each station will apply).
- Routes can be customized based on client requirements to precisely target the desired audience.

Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
Boarding Pass – All Routes	Reverse Side of Boarding Pass	100,000	1 Month (or until inventory is depleted)
Boarding Pass – Designated Routes	Reverse Side of Boarding Pass	100,000	1 Month (or until inventory is depleted)



In-Flight Sampling

Distributed by cabin crew during the flight, creating interactive engagement with passengers, enhancing the travel experience, and strengthening brand exposure and recall.

Following product trials, passengers are more likely to convert into actual customers, establishing an effective communication bridge between the brand and consumers.



Note:

- Clients must comply with packaging and logistics requirements based on the quantity per aircraft and bear the shipping costs for delivering samples to the airline.
- Sample contents must comply with the relevant regulations of the Civil Aeronautics Administration (CAA) and the International Civil Aviation Organization (ICAO) regarding onboard items.
- **Sample Specifications:** Weight: less than 25g; Size: within 14.8 × 21 cm.
- All physical advertising samples are subject to airline approval prior to deployment and are allocated on a first-come, first-served basis.
- **Handling Fee:** Includes a one-time execution and processing fee; excludes the cost of the samples themselves.

Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
In-Flight Sampling	Designated Routes Distributed by cabin crew on board	10,000	Calculated based on designated routes (approximately 10,000 units will be distributed within one month)

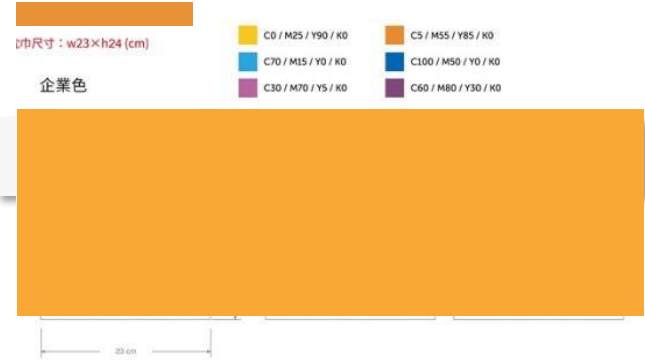
Seatback Headrest Covers

Premium ad placement for maximum exposure; guaranteed visual impact



Headrest Covers Size:

W23 x h24 cm



- Each advertising layout must include the Tigerair logo (in two colors). Excluding the two logo colors, clients may select up to two additional colors—no extra colors are permitted, and metallic colors such as gold or silver are not allowed.
- Each flight is equipped with 180 headrest covers, replaced daily. The estimated usage is approximately 80,000 pieces over a two-month period; actual campaign duration may vary depending on flight frequency.
- The minimum purchase volume is 80,000 units, including 55,000 yellow, 12,500 blue, and 12,500 purple covers, executed across 11 aircraft.
- **Production Cost:** Includes a one-time execution and handling fee, as well as installation/removal, proofing, and printing costs.
- As execution must align with in-flight operations, the actual deployment schedule will be subject to the airline's operational timeline.
- The above quantities are estimates and may be adjusted based on actual flight operations and deployment planning.

The advertising placement is a half-page format (front side).
The available design area for the non-full-page format is 21 × 17 cm.

Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
Seatback Headrest Covers	Seatback (Rear Side)	80,000	Approximately 2 months (or until inventory is depleted)





A Preferred Choice for Corporate Brands

In-Flight Magazine Insert Card

Placed in the seatback pocket and inserted within the in-flight magazine.

A standalone insert format attached to the magazine as a media advertisement, featuring high-quality printing and strong retention value.

With a clearly defined readership, it enables precise targeting of key consumer segments.



Note:

Insert card advertisements must be provided by the client. All advertisements are subject to airline approval prior to deployment and will be allocated on a first-come, first-served basis.

Production Cost: Includes a one-time execution and handling fee (covering proofing and printing of the insert cards). Execution must align with in-flight operations; the actual deployment schedule will be subject to the airline's operational timeline.

Available Sizes: a. 10 × 29.7 cm; b. 10 × 28 cm; c. 10 × 26 cm

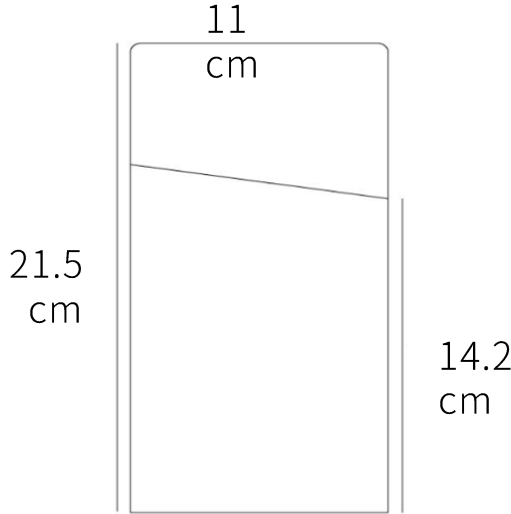
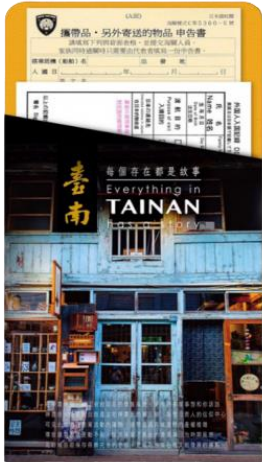
Weight: less than 100g

Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
In-Flight Magazine Insert Card	Placed in the seatback pocket, inserted within the in-flight magazine.	3,500	1 month
		7,000	2 months

In-Flight Arrival Card Holder Distribution

Distributed by cabin crew during the flight, including the arrival card holder (with immigration and customs forms).

Customized advertising designs tailored by nationality, **enhancing brand impact and strengthening engagement with passengers.**



Note:

- All physical samples are subject to airline approval prior to deployment and will be allocated on a first-come, first-served basis.
- **Production Cost:** Includes a one-time execution and handling fee, as well as proofing, printing, and assembly of the arrival card holders (excluding advertising design fees).

Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
In-Flight Arrival Card Holder	Distributed by cabin crew during the in-flight distribution of arrival cards.	10,000	Determined based on the number of designated routes



Meal Cart Sticker Advertising

Featured for over 30 minutes during in-flight service, as cabin crew take orders—
 directly capturing passengers' attention and promoting the brand.



Note:

- All advertisements are subject to airline approval prior to deployment and will be allocated on a first-come, first-served basis.
- On one side of the cart, a portion must be reserved for the aluminum plate, measuring approximately 8.2 (W) × 5.5 (H) cm.
- **Specifications:** 33 (W) × 82 (H) cm
- **Production Cost:** Includes a one-time execution and handling fee charged by Tigerair Taiwan, as well as proofing and printing of the meal cart stickers, and installation/removal costs.

Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
Meal Cart Sticker Advertising	Both sides of the meal cart	50 Meal Carts	3 months





Duty-Free Cart Sticker Advertising

Displayed for over **30** minutes during in-flight duty-free sales, as cabin crew conduct onboard retail service—**showcasing the brand’s premium image and maximizing visibility**



Note:

- All advertisements are subject to airline approval prior to deployment and will be allocated on a first-come, first-served basis.
- On one side of the cart, a portion must be reserved for the aluminum plate, measuring approximately 8.2 (W) × 5.5 (H) cm.
- **Specifications:** 9 (W) × 85.5 (H) cm
- **Production Cost:** Includes a one-time execution and handling fee charged by Tigerair Taiwan, as well as proofing and printing of the duty-free cart stickers, and installation/removal costs.

Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
Duty-Free Cart Sticker Advertising	Both sides of the duty-free cart	50 Duty-Free Carts	3 months



Tray Table Surface / Seatback Sticker Advertising

Positioned directly within passengers' line of sight during the flight, enabling focused, one-to-one brand communication



Note:

- All advertisements are subject to airline approval prior to deployment and will be allocated on a first-come, first-served basis.
- **Production Cost:** Includes a one-time execution and handling fee, as well as installation and removal costs.

Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration	Booking Deadline	Artwork Deadline
Tray Table Surface / Seatback Sticker Advertising	A320 CEO W 37cm x H 21cm A320 NEO W38 cm x H 21cm	3 Aircraft 180 Units per Aircraft	3 months	75 days prior to publication	60 days prior to publication



Overhead Cabin Baggage Compartment Sticker Advertising

Fully wraps the overhead luggage compartment panels throughout the cabin, capturing passengers' attention during boarding and disembarkation with strong visual impact

Note:

- All advertisements are subject to airline approval prior to deployment and will be allocated on a first-come, first-served basis.
- **Production Cost:** Includes a one-time execution and handling fee, as well as installation/removal costs and proofing and printing of the overhead cabin compartment stickers.



Media Item	Ad Dimensions (W x H)	Minimum Purchase Volume	Standard Campaign Duration	Booking Deadline	Artwork Deadline
Overhead Cabin Baggage Compartment Sticker Advertising	Large Panels W 106cm x H 40cm	Approximately 20 large panels + 4 small panels per aircraft	3 months per aircraft	75 days prior to publication	60 days prior to publication



Cabin Crew Creative Apron Design

Offering an innovative solution for brand partners, creating eye-catching highlights during the flight.
Leverage Tigerair Taiwan—the leading low-cost carrier in Taiwan—to **achieve extensive brand exposure**.



Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
Cabin Crew Creative Apron Design	Design must be aligned with Tigerair Taiwan's guidelines.	700	12 months

Customized In-Flight Meals / Co-Branding

Target Tigerair Taiwan passengers for effective brand exposure



2,500,000
Website Display Impressions per Month

1,500,000
App Display Impressions per Month

800
Monthly Sales Volume of Co-Branded Meal Boxes

OFFLINE Media



Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
Customized In-Flight Meals	Featured in the tigerbites magazine Displayed on the official website landing page	6 months	6 months



In-Flight Audio Advertising

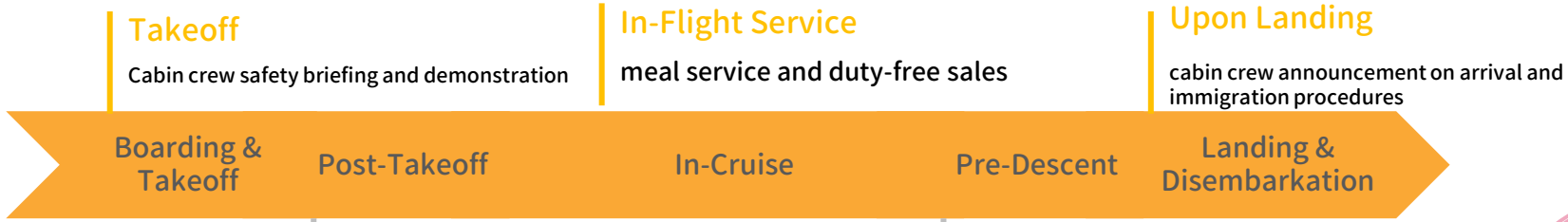
A first-of-its-kind in-flight audio advertising solution among Taiwanese carriers. Targets younger consumer segments and leverages the travel context to create a more immersive and experiential marketing impact.



Applicable to

6 A320 neo aircraft

The fleet will continue to introduce additional A320neo aircraft annually to replace existing models.



In-flight audio advertisement (takeoff phase)
duration: 20–30 seconds

In-flight audio advertisement (descent phase)
duration: 20–30 seconds

Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
In-Flight Audio Advertising Applicable to A320neo aircraft only Ad duration: 20–30 seconds	Played once after reaching cruising altitude	3 months	3 months
	Played once prior to landing		

Media Rates / Online

Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
Website Banner Advertising	Tigerair Taiwan Official Website Homepage	1 month	1 month
Tiger Taiwan EDM Banner	Banner Placement Below the EDM Advertisement Section	Approximately 500,000 emails	1
Itinerary Confirmation Email	Itinerary Confirmation Email (2 placement options available) No targeting restrictions	70,000imps	Subject to the number of impressions purchased
	Itinerary Confirmation Email (2 placement options available) Designated routes (with additional targeting criteria)	30,000imps	Subject to the number of impressions purchased
	Itinerary Confirmation Email (2 placement options available) Non-designated routes (with additional targeting criteria)	30,000imps	Subject to the number of impressions purchased
Itinerary Confirmation Email (2 Days Before Departure)	Itinerary Confirmation Email (2 placement options available) No targeting restrictions	70,000imps	Subject to the number of impressions purchased
	Itinerary Confirmation Email (2 placement options available) Designated routes (with additional targeting criteria)	30,000imps	Subject to the number of impressions purchased
	Itinerary Confirmation Email (2 placement options available) Non-designated routes (with additional targeting criteria)	30,000imps	Subject to the number of impressions purchased
Tigerair Taiwan APP	Featured Promotions Section on the Tigerair Taiwan App Homepage	1 month	1 month

Media Rates / Offline

Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
Boarding Pass – All Routes	Reverse Side of Boarding Pass	100,000	1 Month (or until inventory is depleted)
Boarding Pass – Designated Routes	Reverse Side of Boarding Pass	100,000	1 Month (or until inventory is depleted)
In-Flight Sampling	Designated Routes Distributed by cabin crew on board	10,000	Calculated based on designated routes
Seatback Headrest Covers	Seatback (Rear Side)	80,000	Approximately 2 months (or until inventory is depleted)
In-Flight Magazine Insert Card	Placed in the seatback pocket, inserted within the in-flight magazine.	3,500	1 month
		7,000	2 months
tigershop	Inside Magazine Pages 20*28cm	3 months	3 months
Customized In-Flight Meals	Featured in the tigerbites magazine Displayed on the official website landing page	6 months	6 months
In-Flight Arrival Card Holder	Distributed by cabin crew during the in-flight distribution of arrival cards.	10,000	Determined based on the number of designated routes
Meal Cart Sticker Advertising	Both sides of the meal cart	50 Meal Carts	3 months
Duty-Free Cart Sticker Advertising	Both sides of the duty-free cart	50 Duty-Free Carts	3 months

Media Rates / Offline

Media Item	Ad Placement Description	Minimum Purchase Volume	Standard Campaign Duration
Tray Table Surface / Seatback Sticker Advertising	A320 CEO: W 37cm x H 21cm A320 NEO: W38 cm x H 21cm	3 Aircraft	3 months
Overhead Cabin Baggage Compartment Sticker Advertising	Large Panels W 106cm x H 40cm	Approximately 20 large panels + 4 small panels per aircraft	3 months per aircraft
In-Flight Audio Advertising Applicable to A320neo aircraft only Ad duration: 20-30 seconds	Played once after reaching cruising altitude	3 months	3 months
	Played once prior to landing		
Cabin Crew Creative Apron Design	Design must be aligned with Tigerair Taiwan's guidelines.	700	12 months



Aircraft Livery Advertising

Aircraft Livery Advertising (Fuselage Illustration)



Aircraft Livery Advertising (Fuselage Illustration)



Full Aircraft Wrap Advertising

Live Campaign Example



Aircraft Livery Advertising (Fuselage Illustration)



Media: Aircraft Livery Advertising (both sides of one aircraft)
Average Number of Japan Route Flights (sectors): Approximately 73–110 per month
Contract Duration: 2 years

Aircraft Livery Advertising
**Special Advertising
Solutions**



① Aircraft Livery Advertising (Illustrative Mockup)



② Conduct a campaign on the official Facebook page



台灣虎航官方臉書粉絲團將不定時提供本公司訊息，給您好康不膩、驚喜不斷！Hi, welcome to the Tige... もっと見る

航空公司 tigerair.taiwan

「いいね！」: 辛郁君さん、李凱特さん、真士藏さん、他4人

「いいね！」済み 詳しくはこちら

系友們請繫好安全帶，我們又要飛出國囉～
慶祝 台灣虎航 11週年
茶湯會與自虎護手送出大獎——
#10 張不限航點來回機票！

Step1. 活動期間，給茶湯會購買飲品

並對準右林友，拍任一角落拍照

Step2. 將照片上傳此篇貼文並按讚 + 分享

標記一位朋友留言

✈️「台灣虎航 11週年！想和茶湯會一起去O.O!」

Step3. 按讚或追蹤茶湯會與台灣虎航粉絲專頁

條件詳情請洽本會

台灣虎航不限航點來回機票或是20吋登機箱！



Hao Jih Sju · 7週前
林佳聖 台灣虎航 11週年！想和茶湯會 Gogo 去北海道玩



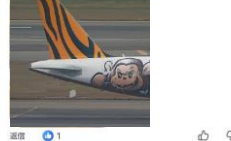
陳奕希 · 6週前
Pei-Yun Hsieh 台灣虎航 11週年！想和茶湯會一起去沖繩玩



陳曉慧 · 7週前
林柏廷 台灣虎航 11週年！想和茶湯會一起去日本玩



林麗群 · 7週前
吳沂璇 台灣虎航 11週年！想和茶湯會一起去日本玩



Campaign Execution Details

Media Platform

Tigerair Taiwan Official Facebook Page

Followers: 840,000

<https://www.facebook.com/TigerairTaiwan/>

Execution Method

During the designated campaign period, participants can upload photos of the aircraft featuring the livery advertisement to Tigerair Taiwan's Facebook page and tag friends in the post to enter the lucky draw.

Prizes

100 round-trip tickets (Taipei ⇄ Okinawa) sponsored by Tigerair Taiwan.

Strategy / Objective

This campaign aims to extend exposure of the aircraft livery and product information beyond actual passengers, allowing Taiwanese travelers who have not yet flown with Tigerair Taiwan to engage with the brand. By incorporating a "tag a friend" mechanism as an entry requirement, the campaign encourages social sharing, amplifies reach, enhances brand awareness, stimulates online conversations, and maximizes overall marketing impact.

✘ The budget includes the cost of 100 round-trip tickets as prizes.

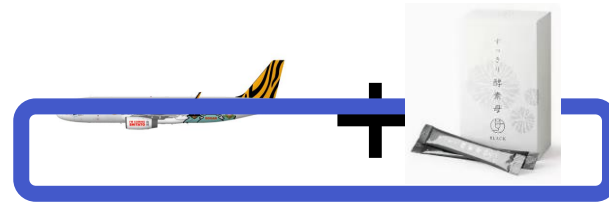
✘ Campaign details are subject to further discussion and can be adjusted flexibly.

✘ Images are for illustrative purposes only.

③ Website Banner Advertising

Leverage the moment when passengers purchase tickets to simultaneously promote products or hotel information, thereby maximizing both inbound and outbound conversion effectiveness.

<https://www.tigerairtw.com/zh-TW/index>



Feature the aircraft livery and product information within the banner advertisement, with a direct link driving traffic to the product's official sales website.

↑ The banner advertisement will be placed in the lower section of the website homepage.

※Images are for illustrative purposes only.

Media	Ad Placement Description	Start Date	Campaign Duration
Website Banner Advertising	Tigerair Taiwan Official Website Homepage	To be confirmed at the time of execution	6 months

Aircraft Livery Special Advertising Package

1. Aircraft Livery Advertising



3. Website Banner Advertising



※ Images are for illustrative purposes only.



Advertising Package Details:

- ① Tigerair Taiwan Aircraft Livery Advertising (1 aircraft) / 2 years
- ② Tigerair Taiwan Official Facebook Giveaway Campaign / 1 time
(Including the cost of 100 round-trip tickets Taipei ⇄ Okinawa as prizes)
- ③ Tigerair Taiwan Official Website Banner Advertising / 6 months

SPECIAL WORK SCHEDULE

Website Banner / Itinerary Confirmation Email

Launch Date & Artwork Submission Deadline

Please submit all materials at least 14 working days prior to the campaign launch to allow sufficient time for testing.

In-Flight Magazine Insert Card

Launch Date & Artwork Submission Deadline

As deployment is subject to the airline's operational schedule, materials must be provided at least three months in advance.

Other In-Flight Insert and Headrest Cover Media Items

If both the in-flight duty-free magazine and insert cards are scheduled for deployment simultaneously, they must adhere to the same inbound delivery and removal schedule for that issue.

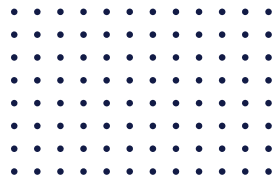
- ※ Website banner content is limited to travel-related themes or cross-industry collaborations that are relevant to travel.
- ※ Clients must obtain Tigerair Taiwan's approval at least 14 days prior to the artwork deadline before proceeding with submission and subsequent execution.
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TIGERAIR TAIWAN

MEDIA RESOURCE

THANKS!



Exclusive Advertising Sales Representation
Passion Advertisement Co., Ltd

(+886) 2-2517-3231

Nicole@passion-ad.com.tw

lillian@passion-ad.com.tw

sai@passion-ad.com.tw

