



AIRLINE PASSENGER & CLUB SAMPLING

Program Description

- Up to 12 million samples distributed by flight attendant or in airport clubs
- Program timing and quantities are customized by brand
- The Airline Passenger & Club Sampling Program reaches upscale, educated adult travelers
- Samples are handed out to airline passengers by flight attendants or at airline club locations
- Quantities and distribution methods are customized to meet brands objectives



The Airline Passenger & Club Sampling Program is a unique way to deliver your sample to airline passengers. Air travelers are an elusive, however very desirable, target market. Not only are they upscale and educated but they also lead active and busy lifestyles. It is a group that is open to trying new products that may enhance or simplify their hectic schedules. Reaching air travelers inflight is also a terrific way to ensure trial of your sampled product by a captive audience.

Airline Sampling Program Passengers are primarily:

- 30+ years old
- Upscale professional
- Average household income of \$100,000+

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