

# Hunter

THE DUTY FREE HUNTER

Connecting the  
travelling consumer  
directly to travel  
retail, duty-free and  
luxury goods brands  
in airports and on  
airlines worldwide

TRAVEL RETAIL BRANDS  
**MEDIA INFORMATION**



# Hunter

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**DUTY FREE HUNTER** is the unique, consumer-facing travel retail website which provides passengers with a single place to find where and when they can shop during their journey.

DUTY FREE HUNTER combines the details of every flight route, airline and terminal globally with the retail offering at each location - all the traveller needs to do is enter a departure and arrival airport and 'Hunter' does the rest - instantly providing a concise list of all duty-free and travel retail stores throughout the journey, including in-flight shopping.

**With one click the traveller becomes a shopper...**



Duty Free Hunter's database has been created by combining the official OAG flight schedules with passenger and terminal information from Flightglobal - and the details of the world's duty-free outlets from The Decision Makers in Travel Retail

# How Duty Free Hunter works...

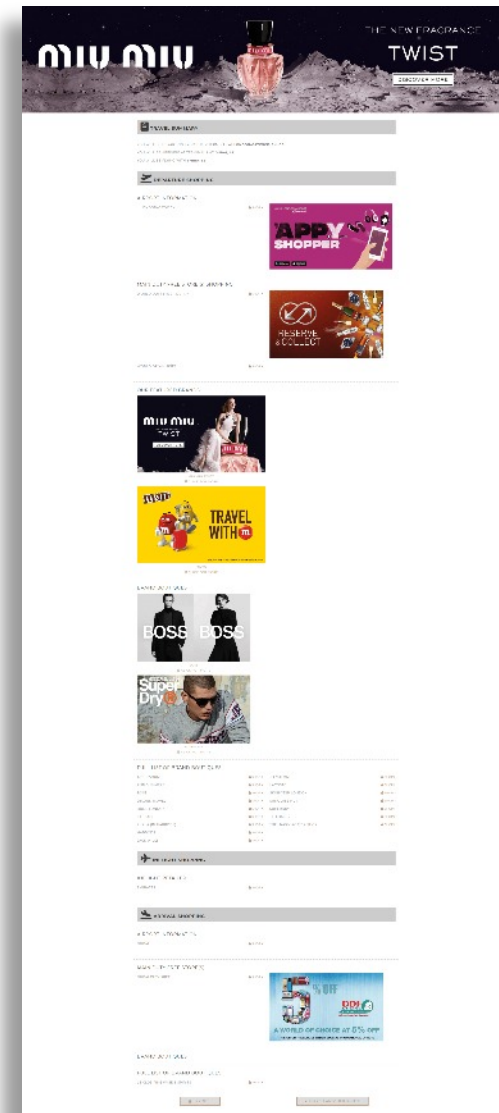
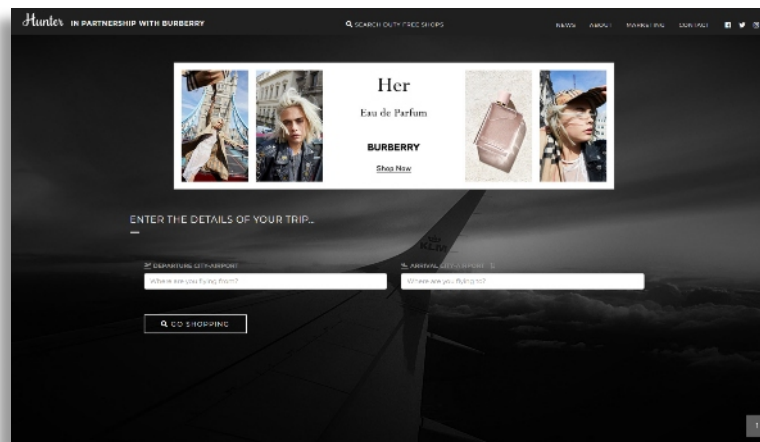
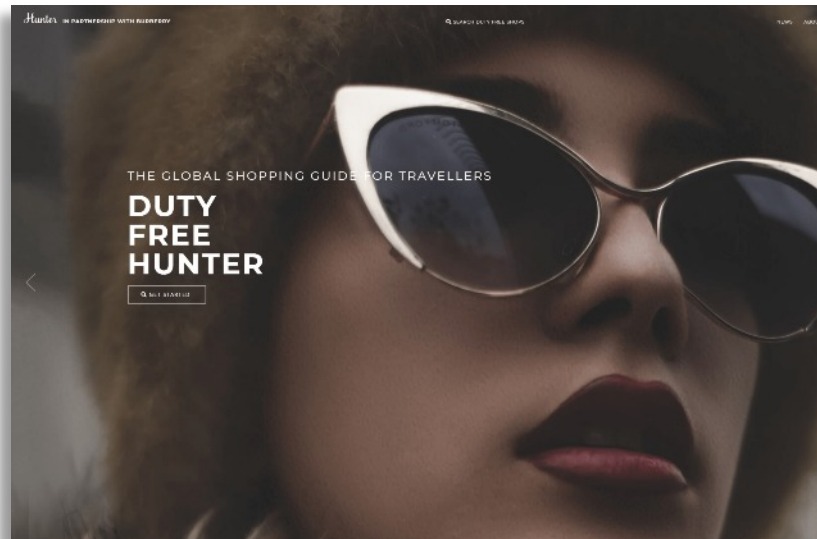
DUTY FREE HUNTER is simple to use and easy to understand.

The passenger simply enters their departure airport and arrival city, selects an airline from the menu.

Duty Free Hunter instantly determines the shops and brand counters that the passenger will have access to on their journey.

These results provide accurate details of both the duty-free and luxury goods shopping options at every stage of each individual journey - from the departure terminal, through onboard shopping during the flight and into the arrival terminal.

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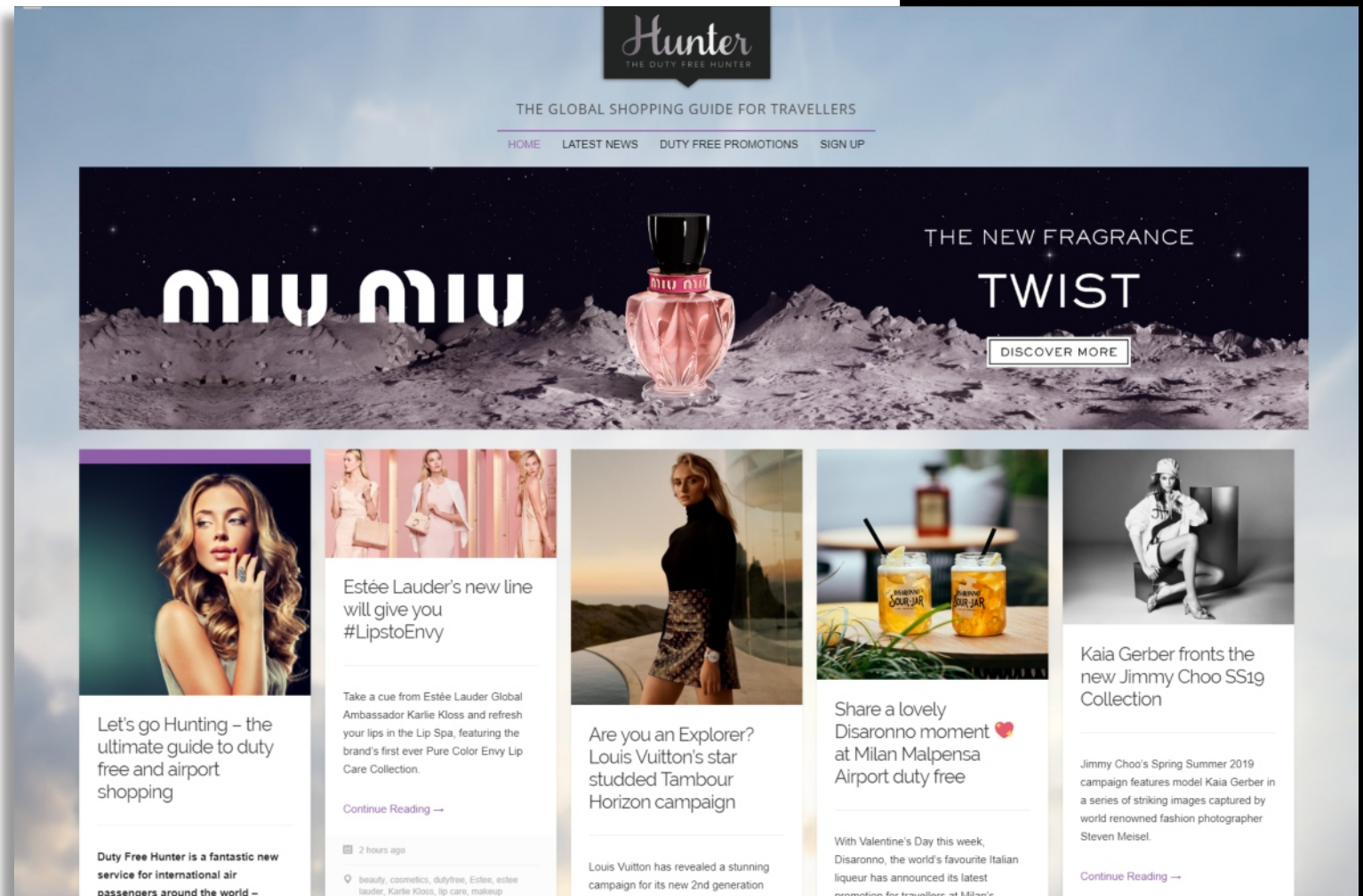


# How Duty Free Hunter engages...

DUTY FREE HUNTER is far more than just a bespoke search engine for travelling shoppers.

Through our influential blog and social media channels Duty Free Hunter informs, excites and entertains travellers around the world - keeping them up to date on the latest product launches, promotions, special offers, new stores openings and much more.

The blog is supplemented by a weekly e-newsletter and additional broadcast via the major international and regional social media channels.



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# Site usage and demographics...



## Global coverage:

3552 airports, 652 airlines, 912 brands listed on Duty Free Hunter

+77,000 routes are listed on Duty Free Hunter

Users from 235 countries

10.5 million page views since launch

## Global passenger use and engagement:

+15,000 daily visits

399,300 sessions per month; 70% new; 30% returning

288,000 users per month; +5.8m users since launch

+9 million projected visits in 2023 at current expansion rate;  
target over 11 million visits / 8m users

59% of users conduct a route search - this shows users are travellers who are looking to shop when they travel in the near future



## User demographics:

52% male / 48% female

|      |       |     |
|------|-------|-----|
| Age: | 18-24 | 14% |
|      | 25-34 | 33% |
|      | 35-44 | 21% |
|      | 45-54 | 15% |
|      | 55-64 | 10% |
|      | 65+   | 7%  |



## Global followers:

+40,000 Facebook & Instagram followers

+7,500 Twitter followers

+27,000 Weekly Newsletter sign ups

Website News/Blog posts reach +250,000 users  
DFH content has high impression rates and shares on Twitter, WeChat, Weibo, VK, Facebook, Google+ and other platforms

## Primary user locations:

UK, USA, Germany, France, Russia, Turkey, Australia, India, Italy, Spain, Canada, Korea, Japan, Brazil, Singapore, Netherlands, Indonesia, Sweden, Hong Kong, China, Taiwan, Israel, Malaysia, Poland, Thailand, Ireland, UAE, Switzerland, Argentina, Mexico.

Most searched routes are in/out of Dubai, London, Singapore, Paris, Hong Kong, Mumbai, Los Angeles, Amsterdam, Rome and Sydney

High search impressions for destinations in France, Brazil, India, Russia, Australia, UK, Korea, Germany, Japan, Italy, Spain and USA

Major languages include English, French, Russian, Chinese, Portuguese, Spanish, German

# Advertising options...

Duty Free Hunter allows you to target travellers by airport, terminal, route and airline.

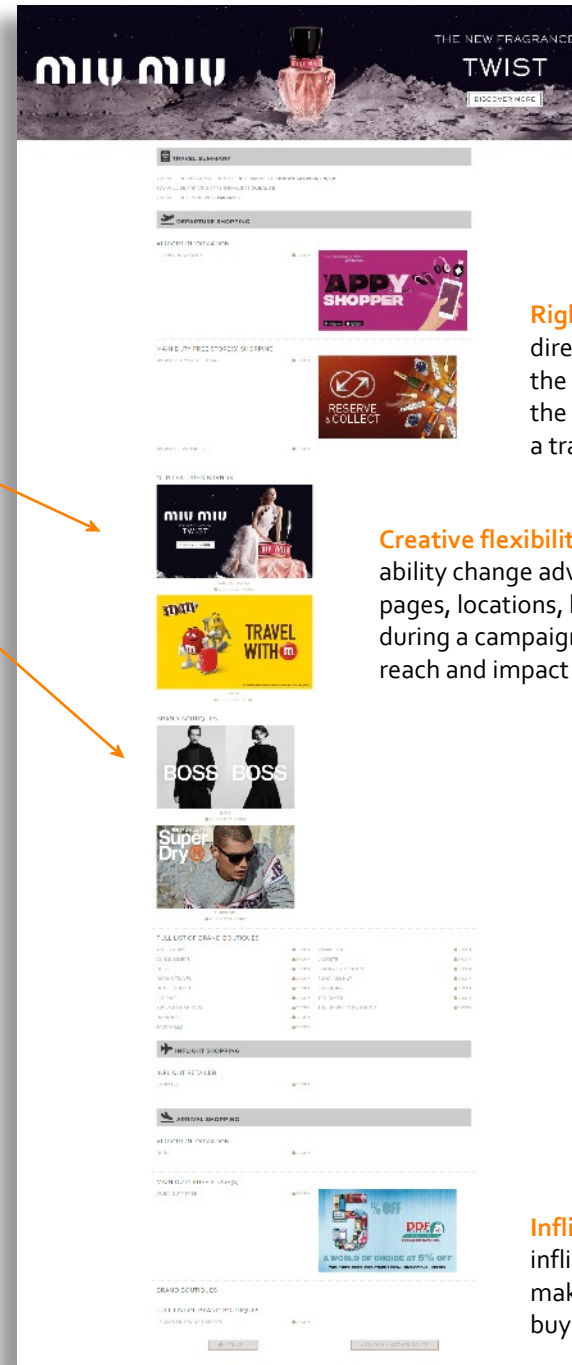
## Highly targeted, location-driven banner positions

Your advertisement appears automatically next to the search results where a traveller has conducted a search which includes an airport terminal or airline where your brand and products have a retail presence.

Our targeted and time-flexible advertising allows you to:

- drive consumers to relevant stores & sales points in specific airport terminals or onboard airlines
- highlight seasonal campaigns, new and focus products, promotions and events, product launches and special events
- drive traffic to your own online brand presentation
- engage with travellers who will be visiting airports, individual stores or an airline where your product is on sale - in advance of their journey

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**Right place, Right time:** Adverts appear directly alongside listings and action points for the airport's retailers - prompting awareness of the retail brand and products at the very time a traveller is 'ready to shop'.

**Creative flexibility:** Advertisers have the ability change advertising creative, landing pages, locations, language as often as they like during a campaign period to help maximise the reach and impact of adverts.



**Inflight & Arrivals too:** Adverts can be fixed to inflight and arrival shopping locations too making sure travellers know where they can buy or collect pre-orders on arrival.

# Advertising options...

Duty Free Hunter allows you to engage with travellers all over the world.

## High profile global advertising

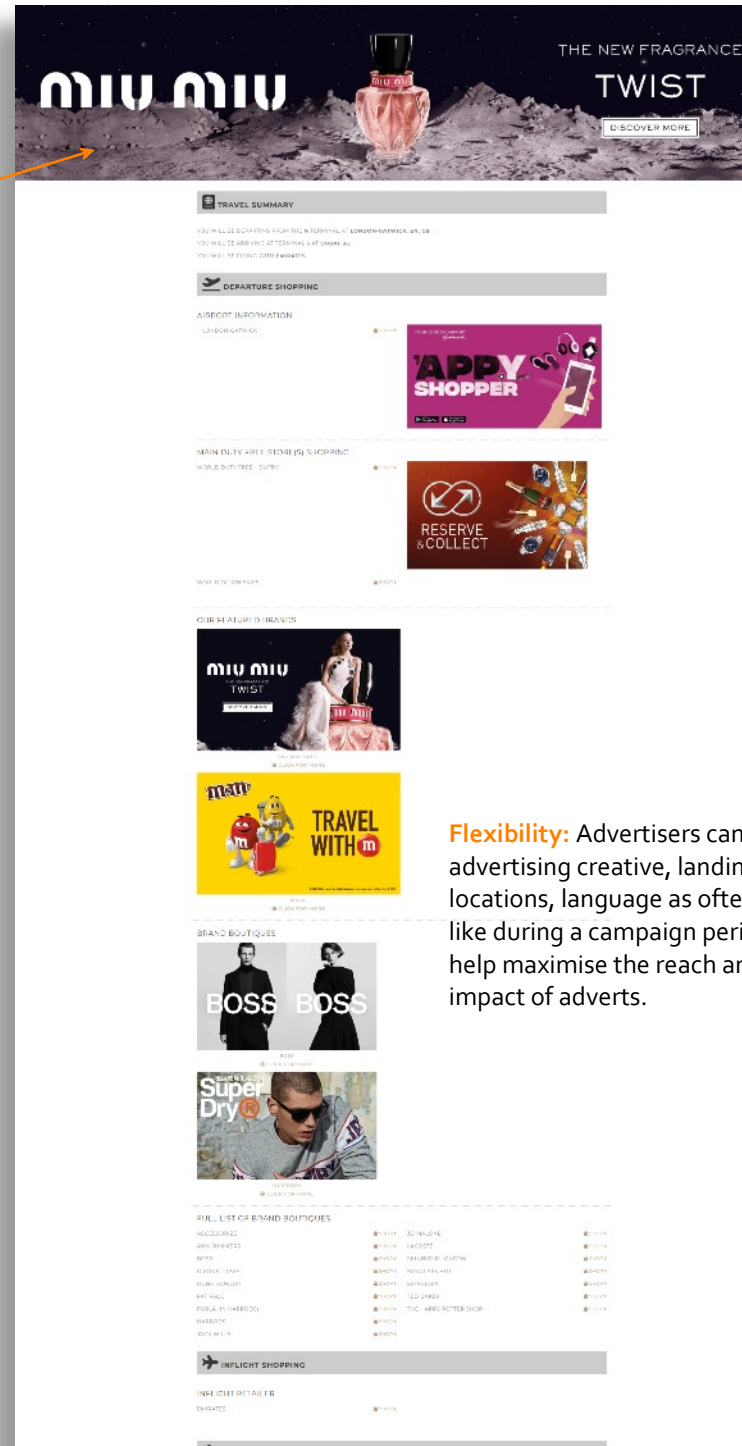
For major international brands we offer advertising which will ensure all visitors to the site are presented with your branding and message in a stylish and arresting way.

Guaranteed high visibility on all primary sections of the Duty Free Hunter website with a large banner position across the top of every page.

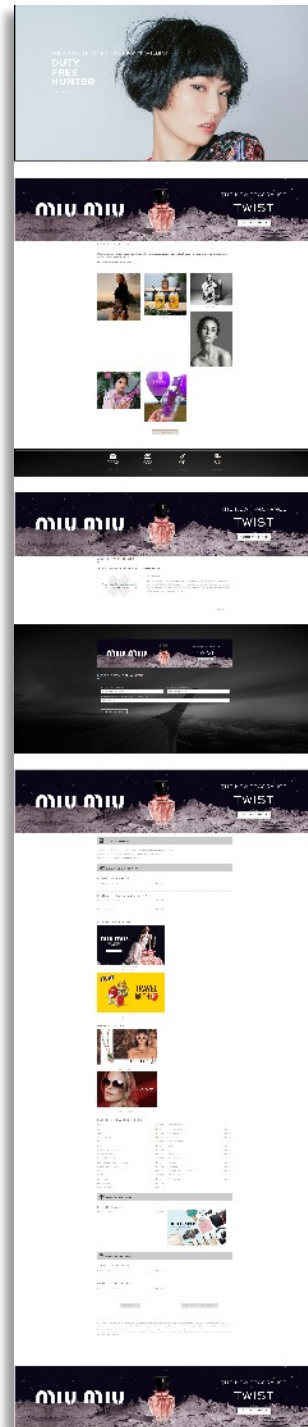
This connects the traveller directly to your brand and online footprint whilst also making them aware of your availability in duty-free shops around the world.

A high-impact way to showcase your brand imagery and latest product lines to thousands of targeted, 'ready-to-shop' consumers all over the world.

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**Flexibility:** Advertisers can change advertising creative, landing pages, locations, language as often as they like during a campaign period to help maximise the reach and impact of adverts.



# Advertising options...

## Supplementary advertising:

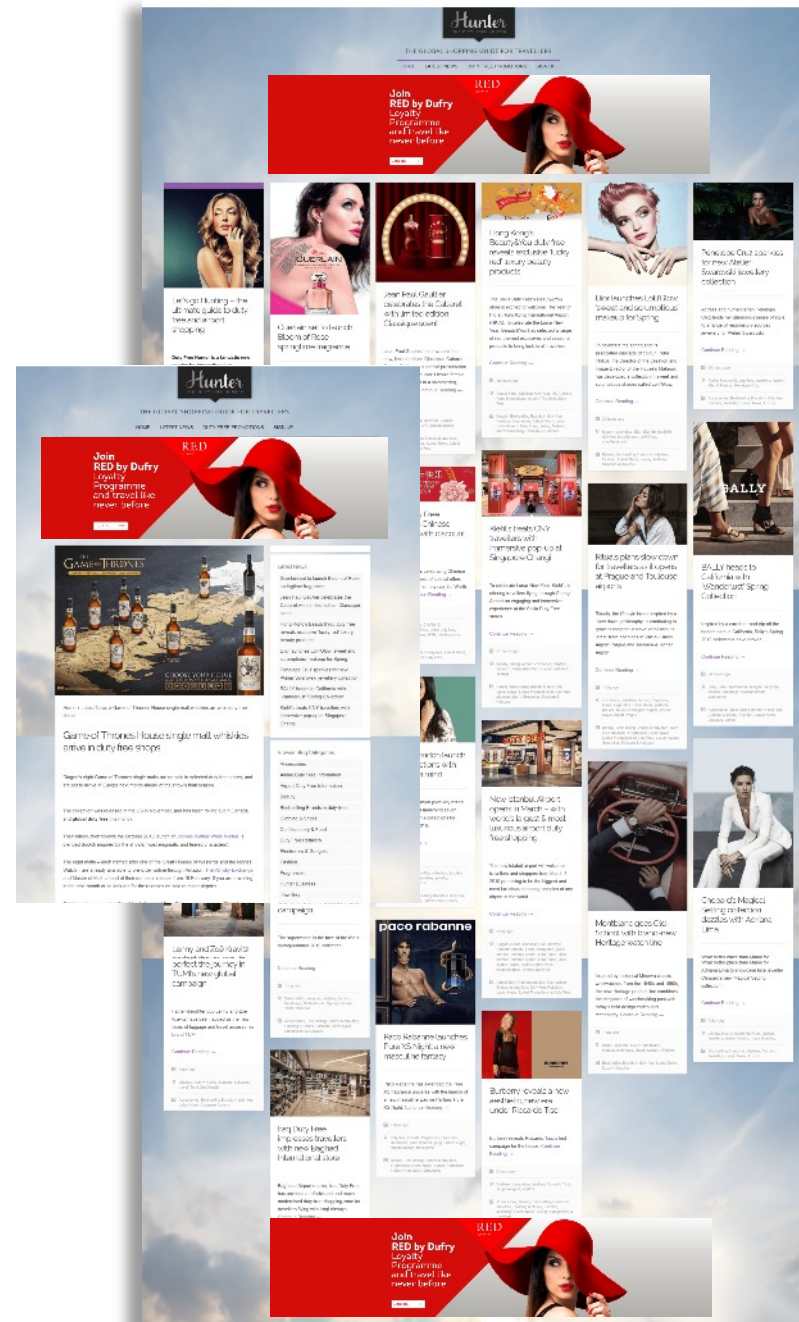
Duty Free Hunter continually communicates to its audience of travellers via its news blog section, social media and email newsletters.

Travel retail brands can advertise in conjunction with campaigns that are running on the main website across these other platforms to maximise engagement and to target specific groups of travellers and shoppers.

DFH has a very influential voice which can help promote new product launches, marketing initiatives, major promotions and much more.

Display advertising banners on the website news pages and posts, and on the weekly newsletter are available. In addition, brands can request sponsored editorial posts about their products and promotional initiatives.

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DFH website news blog & posts



London - January 24 2015

Welcome to our round-up of this week's newest brand, product and store launches in duty-free and travel retail - in airports and on airlines all around the world.

This week we have exciting news from Dior, Miu Miu, Louis Vuitton, Johnnie Walker, Moschino, Kiehl's, The Skin Duty Free, Louis Vuitton, Chloé, D&G, King Power Duty Free and more... plus our round-up of the latest duty-free promotions, opening of airports and on-airlines.

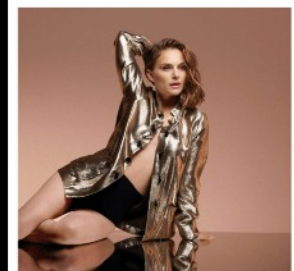
Duty Free Hunter - The Global Hub for the Global Shopper  
Continued in association with Dufry



Johnnie Walker releases limited edition 'Year of the Pig' (Blue Label) bottle in duty-free - read more



Miu Miu twist makes exclusive global debut with Brilla Duty Free at Singapore Changi - read more



Natalie Portman fronts latest Dior Forever makeup campaign - read more



Louis Vuitton reveals 2nd Gen Tambour Horizon Luxury Smartwatch - read more



# Advertising rates...

To help keep the advertising process simple and easy to manage we have developed 3 core options on Duty Free Hunter. Our expert media team are on hand to help you choose the best options and to arrange all aspects of your campaign - contact us on +44 208 944 1155 or email [hello@dutyfreehunter.com](mailto:hello@dutyfreehunter.com)

## Location-driven banner positions:

### 1-10 stores / sales locations:

|                 |        |
|-----------------|--------|
| 1 month         | £950   |
| 3 months        | £1,500 |
| 6 months        | £2,500 |
| 12 months       | £3,500 |
| Ad hoc day rate | £100   |

### 11+ stores / sales locations:

|                 |        |
|-----------------|--------|
| 1 month         | £1,100 |
| 3 months        | £1,900 |
| 6 months        | £2,700 |
| 12 months       | £3,950 |
| Ad hoc day rate | £300   |

## Global campaign - level two:

|                 |         |
|-----------------|---------|
| 1 month         | £2,500  |
| 3 months        | £6,750  |
| 6 months        | £12,750 |
| 12 months       | £22,500 |
| Ad hoc day rate | £500    |

## Supplementary:

### Sponsored editorial posts on the blog and across DFH social media channels:

|          |        |
|----------|--------|
| 1 post   | £450   |
| 2 posts  | £810   |
| 3 posts  | £1,150 |
| 6 posts  | £2,160 |
| 12 posts | £4,050 |

For other options & more combinations across DFH social media channels, please request details.

Many advertisers find a combination of these options works best to deliver the perfect campaign. We can easily create a bespoke campaign mix to support your retail and brand initiatives and help you inform and excite the travelling shopper.

Please contact us for more assistance.

Email - [hello@dutyfreehunter.com](mailto:hello@dutyfreehunter.com)

Prices are shown in GBP but please contact us for equivalent prices in Euros, US Dollars and other currencies.

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## Join our partners...

In the past few months advertisers on Duty Free Hunter have included:

**Miu Miu** - launch campaign by Coty for the new Miu Miu Twist fragrance. Global banner adverts, plus location-driven adverts at key airports in Europe, Asia and the Americas. Blog & Newsletter adverts too.

**Johnnie Walker** - global campaign for the JW Island Green whisky targeting consumers in key markets in Asia, India and European hubs.

**Montblanc** - global campaign over the holiday season, plus location-driven adverts for key airport locations and inflight listings year-round.

**Furla** - location-driven campaign for over 120 boutique and listing airport locations. Adverts updated to match seasonal campaigns.

**M&M's** - Global banner adverts plus featured brand advertising at major airports and airlines; additional sponsorship of the news blog and confectionery category posts.

... and many more - please ask for further details.



## TRAVEL RETAIL MEDIA PLANNING & ASSISTANCE:

Our advertising programmes are created individually for each client - this allows us to match your needs with the best options we have available and to maximise the return on any investment you make.

Depending on the number and locations of your brands and airport/airline sales points - or the reach you wish to achieve for your individual campaigns we can provide a highly cost-effective programme.

Once your campaign is completed we will deliver a full analytics report showing the performance of the advertising and other marketing initiatives from all aspects of Duty Free Hunter's website and media channels.

**Please contact:** Gideon Knowles    Tel: +44 020 8944 1155    [gideon@dutyfreehunter.com](mailto:gideon@dutyfreehunter.com)

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## EDITORIAL CONTENT, SPONSORSHIP & PROMOTIONS SERVICE:

In addition to the display advertising options Duty Free Hunter provides branded content too. The Duty Free Hunter blog is a constantly updated news page which tells travellers about new products, brands and stores arriving in the world's airports. Our editors can work with your communication team to create highly attractive and effective editorial stories about your brand or business. Readership of the blog is enhanced by inclusion in our e-newsletter and social media output - bringing a global audience of high value travellers directly to the promoted feature. For more information please email [tracy@dutyfreehunter.com](mailto:tracy@dutyfreehunter.com)

For general enquires please contact our head office in the UK on:

|          |                                                                    |        |                                                                              |
|----------|--------------------------------------------------------------------|--------|------------------------------------------------------------------------------|
| Tel:     | +44 020 8944 1155                                                  | Email: | <a href="mailto:hello@dutyfreehunter.com">hello@dutyfreehunter.com</a>       |
| Web:     | <a href="http://www.dutyfreehunter.com">www.dutyfreehunter.com</a> | Blog:  | <a href="http://www.dutyfreehunter.com/blog">www.dutyfreehunter.com/blog</a> |
| Twitter: | <a href="https://twitter.com/dutyfreehunter">@dutyfreehunter</a>   |        |                                                                              |