

High-flying ads



About company

A201A

- FlyArystan is the first Kazakhstani low-cost carrier, which began its operations in May 2019. The low-cost airline is a subsidiary of Air Astana.
- Flights began with 2 aircraft, each serving 6 routes: Almaty-Astana-Almaty, Almaty-Taraz-Almaty, Almaty-Uralsk-Almaty, Almaty-Karaganda-Almaty, Almaty-Pavlodar-Almaty, and Almaty-Shymkent-Almaty. In August 2019, the number of routes began to increase.
- Now, the low-cost carrier's route network includes both domestic flights within Kazakhstan and international routes to Georgia, Turkey, India, Azerbaijan, the UAE, Qatar, Uzbekistan, and China.

FlyArystan today

- Currently, the airline fleet comprises 17 modern Airbus A320 airliners with a 180/180 economy class seating configuration, 5 of which were received directly from the Airbus manufacturer factory in France.
- The average age of the aircraft is approximately 7 years, making FlyArystan the airline with the youngest fleet of jet aircraft in Kazakhstan. By the end of 2023, the acquisition of an additional aircraft is planned.
- In 2022, FlyArystan underwent a Skytrax audit and became one of the 12 low-cost carriers worldwide to receive a 4-star rating. Additionally, FlyArystan was honored as the "Best Low-Cost Airline in Central Asia and the CIS" at the prestigious Skytrax World Airline Awards 2023.
- The aircraft and crew are based in five cities in Kazakhstan: Almaty, Astana, Atyrau, Aktau, and Shymkent.



Awards



NQZ AVIATION AWARDS



Indicators



48

destinations

(including international routes)



85%

timelines of flights



450K

**passengers
per month**



95%

board occupancy

FlyArystan passengers

Average
age

34

43%

Men

44%

Women

10%

Children

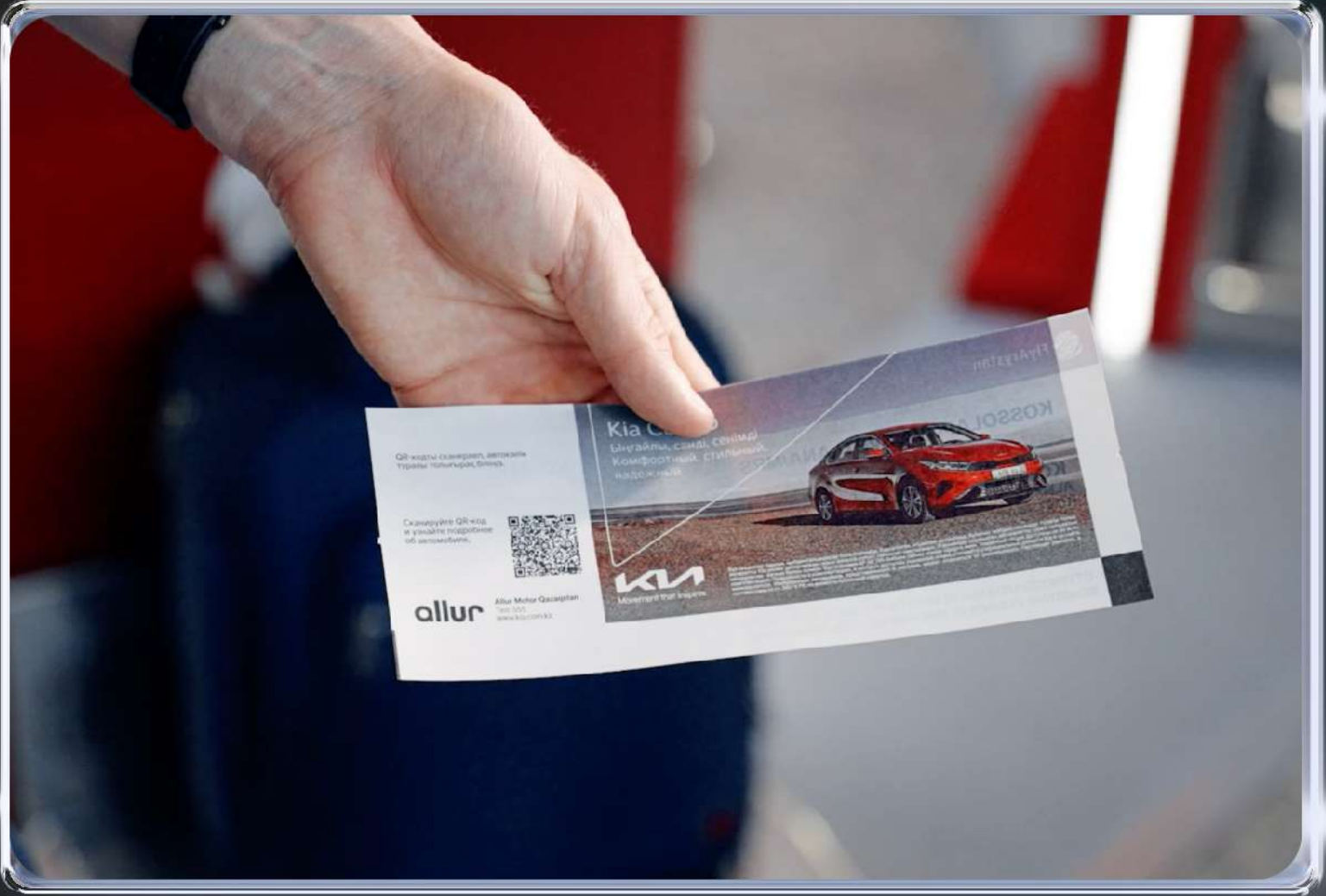
3%

Infants

Offline advertising

ijan are self-service terminals at the airport that allow you to check in for a flight without waiting in line, weigh luggage, print baggage tags and purchase additional services in a matter of seconds.

Advertising in iJan
(banner/video format)



Advertising on the boarding pass



Offline advertising



Advertising on the backs of seats



Advertising on baggage racks



Announcement on board

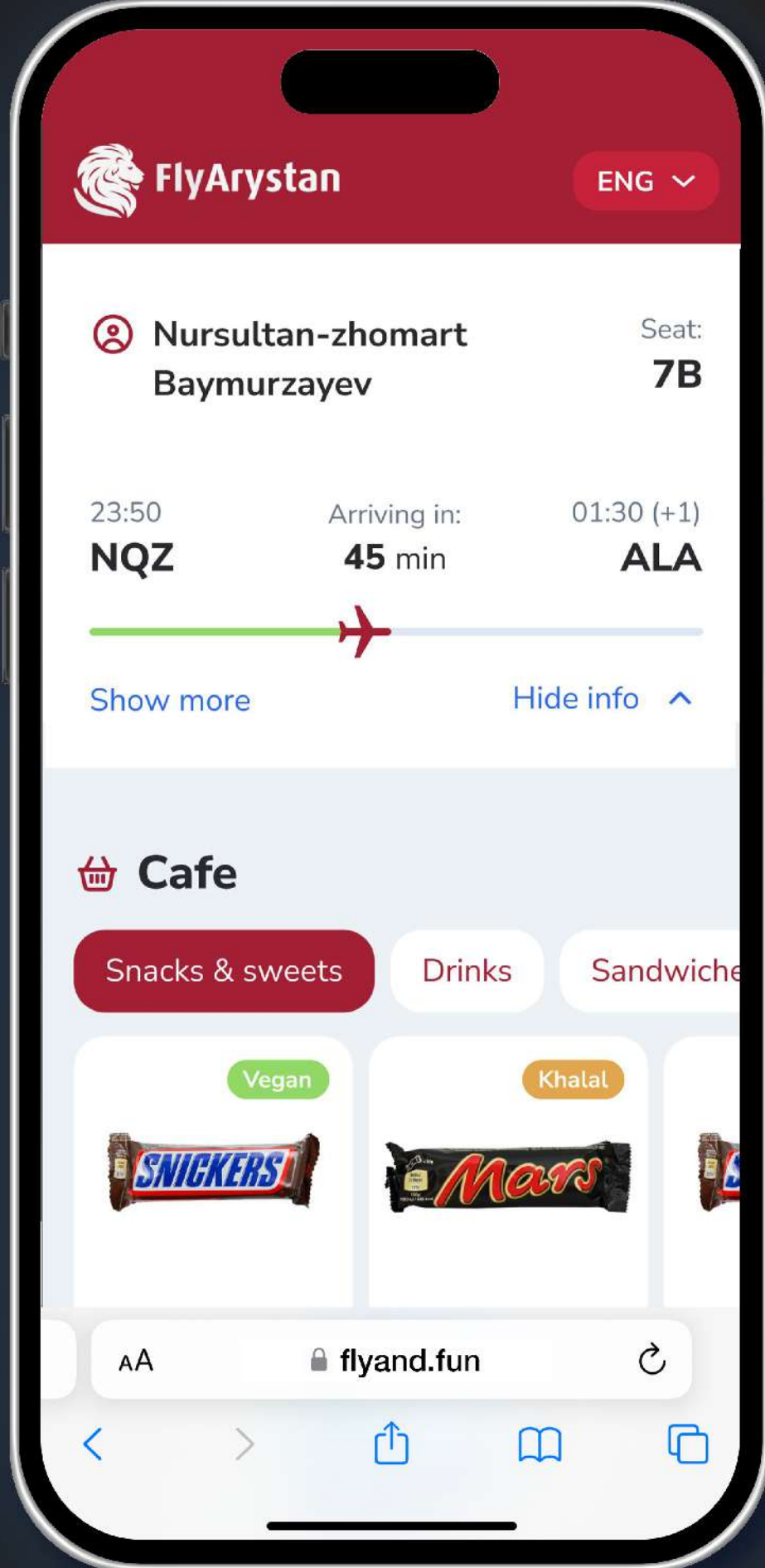


Advertising on tables



Offline advertising

Advertising on cups



Placement in IFE



Offline advertising



Advertising on-board menu

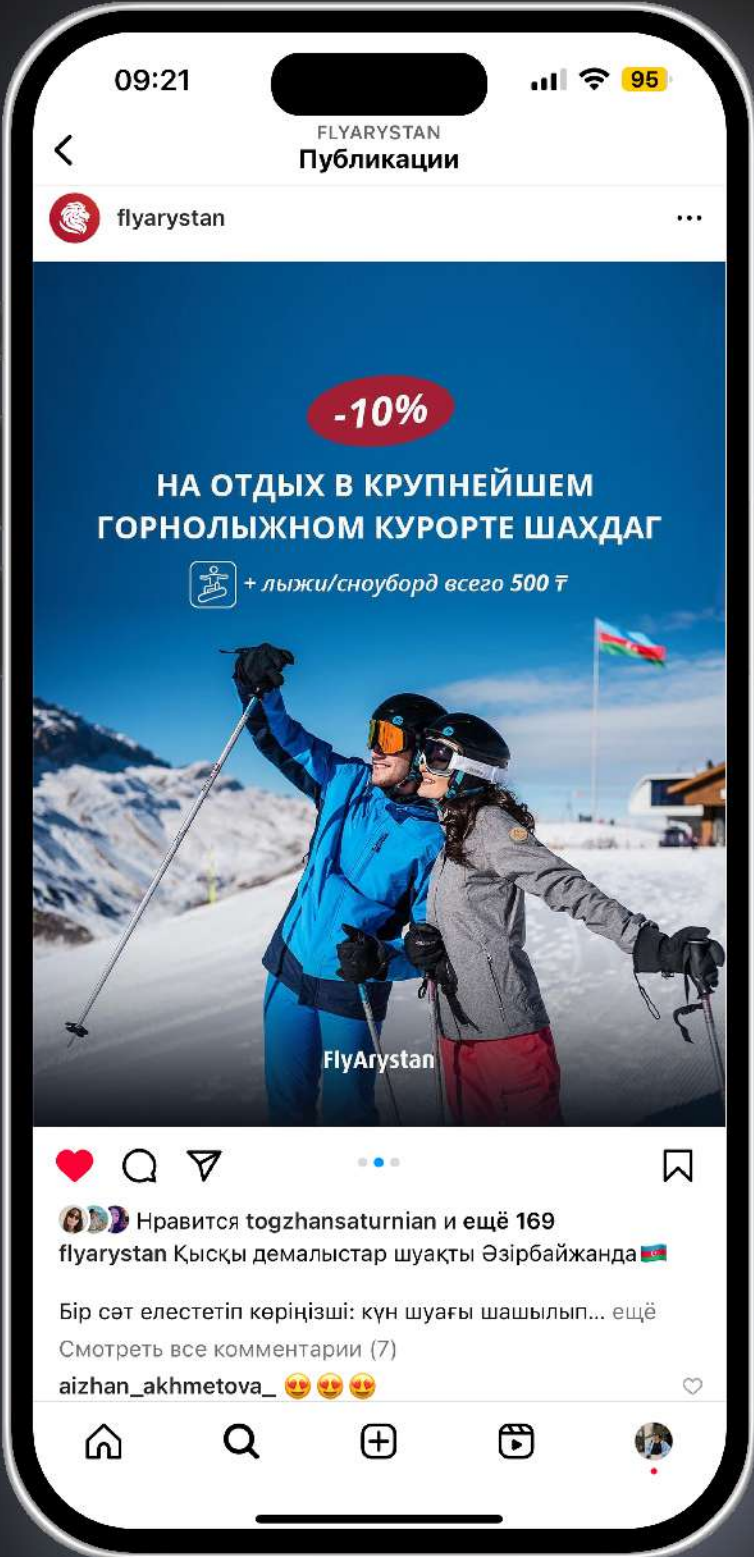


Other communication channels:

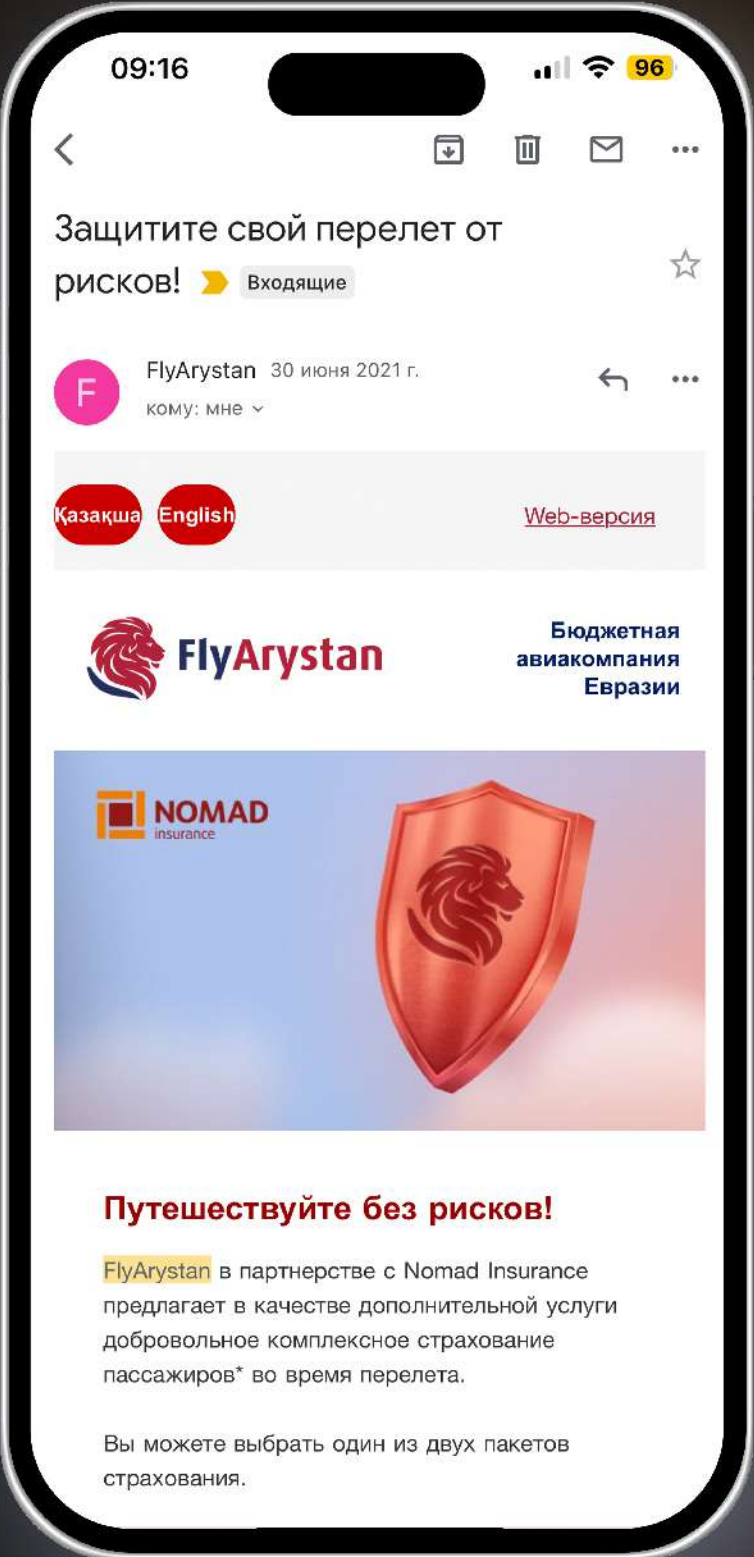
- Service inventory on board the aircraft
- Cups
- Liflets and map menus
- Carts and their surfaces (side)

Online advertising

Advertising in an Instagram account



Banner in the email newsletter





FlyArystan

✉ ad.offers@flyarystan.com