

NSI

NICHE SAMPLING INC.

Airline Passenger Sampling

Program Description

- The Airline Sampling Program reaches upscale, educated adult travelers
- Gender specific programs available
- Samples are handed out to airline customers via flight attendants
- Quantities and distribution methods are customized to meet brands objectives



The Airline Solo Sampling Program is a unique and category exclusive 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.

Airline Sampling Program Passengers are primarily:

- 30+ years old
- Upscale professional
- Average household income of \$85,000+ key elements

Key Elements

- Minimum run of 500,000 units
- Program timing and quantities are customized by brand

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