Ink to Partner With Qatar Airways to Create Their Inflight Media

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Ink, world's leading travel media company, is to produce Qatar Airways' inflight publication, Oryx magazine. The new monthly magazine, which will launch on 1 January 2017, will be available on board the Qatar Airways' fleet of 191 aircraft in all cabins as the airline crosses the globe on its ever-expanding network of more than 150 destinations.

Oryx magazine is to be re-launched with a new, elegant and contemporary design that reflects and enhances the unique flying experience that customers have come to expect from the multi-award-winning airline.

Qatar Airways Senior Vice President Marketing and Corporate Communications, Ms. Salam Al Shawa, said:

"*We are delighted to be partnering with Ink due to its wealth of international experience in creating the most inspiring and award-winning content today. The newly designed magazine will be available in all cabins and it will further elevate the on-board experience for our loyal passengers.*"

Michael Keating joint CEO of Ink added: "*With their extensive and ever expanding route network, this is an exciting time to be working with Qatar Airways. Ink has developed a fresh magazine concept that focuses on a new theme in each issue, from art to style and taste to innovation. With exclusive photography and original storytelling the new Oryx magazine will complement Qatar Airways' onboard service with an aspirational, high-end take on how best to experience the world. Each issue will not only inspire travel, but will complement the in-cabin experience for Qatar's loyal, affluent and adventure-seeking customers.*"

Ink produces 29 magazines in 10 languages for many of the world's largest and best airline, railway and travel companies, reaching 775 million passengers per year.

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