

Skyscanner advertising media kit

Everything you need to know about Skyscanner, its reach and influence in the travel advertising space.



We're leading the global transformation to modern and sustainable travel.

- You can rely on proven impact thanks to industry-leading data and analytics capabilities
- Unleash Skyscanner's marketing power to uncover the travellers behind the ad impressions
- We're truly traveller-first - committed to pioneering innovation that meets their changing expectations

Our global audience

52
markets

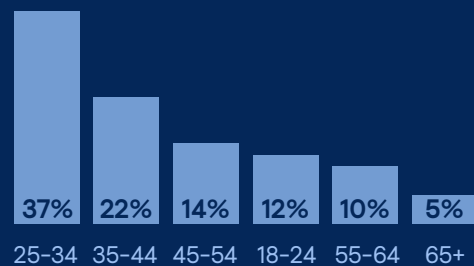
100m
peak active
monthly users

90m
app downloads

Available in more than 30 languages

Find your traveller

Age



Gender

Female 54% Male 46%

Source: GA (12 months to Sept 19)

Our platforms



54%
Mobile Web



6%
Tablet



40%
Desktop

Source: GA (12 months to Sept 19)

Tailor-made solutions for your exact needs

Branded content
Native advertising
Standard display advertising
Dynamic advertising

Contact the team
partners.skyscanner.net/advertising