



MAGAZINE

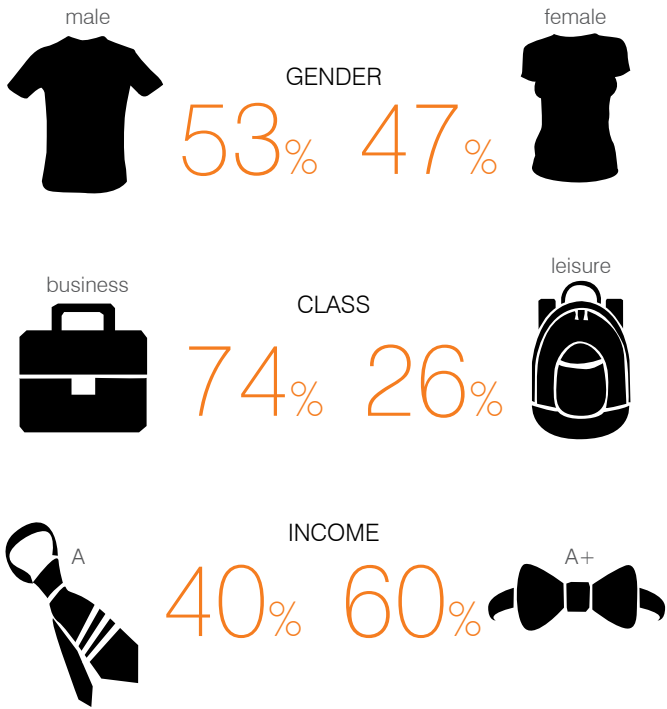
media kit 2011

An exclusive monthly inflight magazine of Air India, seeks to be the strong bond between the legacy brand, Air India, and its passengers. In the last three decades, the readers were offered two magazines – Swagat for Indian Airlines (Domestic operation) and Namaskaar for Air India (International network). With the merger of the two airlines into one, beginning June 2011 the readers will be offered a single inflight magazine, which will be a reflection of the corporate entity, Air India, and the country, India.

CONTENT

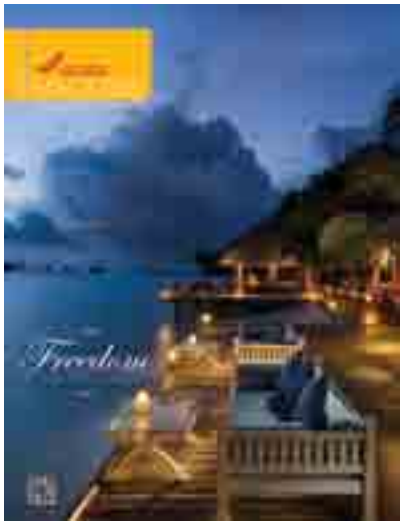
Indian *flavour*
global appeal
Indian and
International *travelers*
in-flight entertainment
travel, *movies*,
books, *art*, music,
technology, business
and state initiatives

PASSENGERS

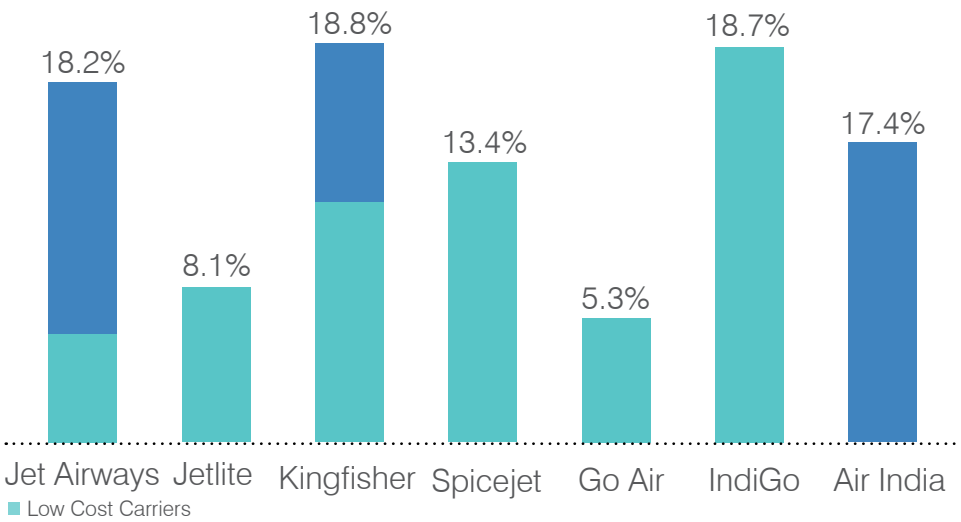


DISTRIBUTION

Every seat pocket & all Air India lounges

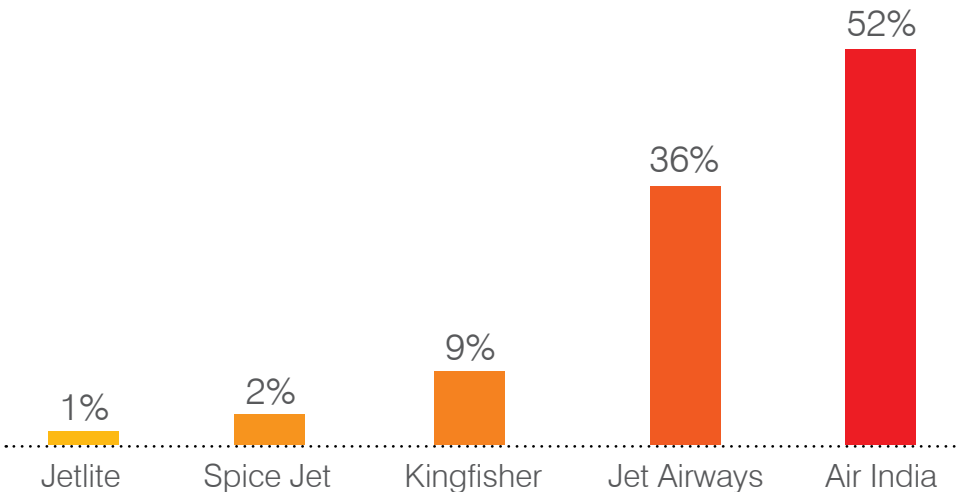


DOMESTIC MARKETSHARE*



*Source: Directorate General of Civil Aviation, August '11

INTERNATIONAL MARKETSHARE*



*Source: Directorate General of Civil Aviation, July '11

2.5+
million
readership per month

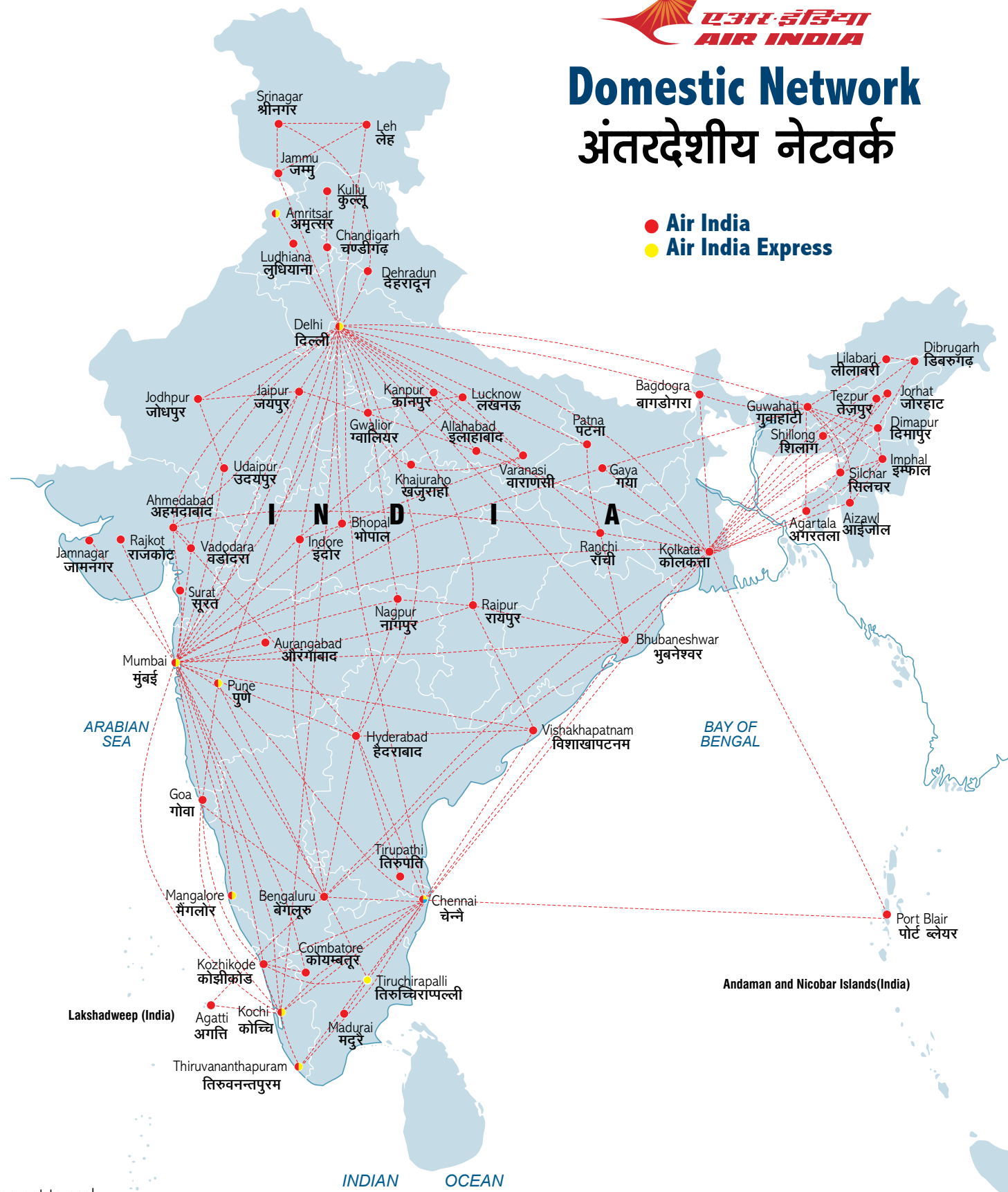
119
destinations worldwide

135
aircrafts



Domestic Network अंतरदेशीय नेटवर्क

- Air India
- Air India Express



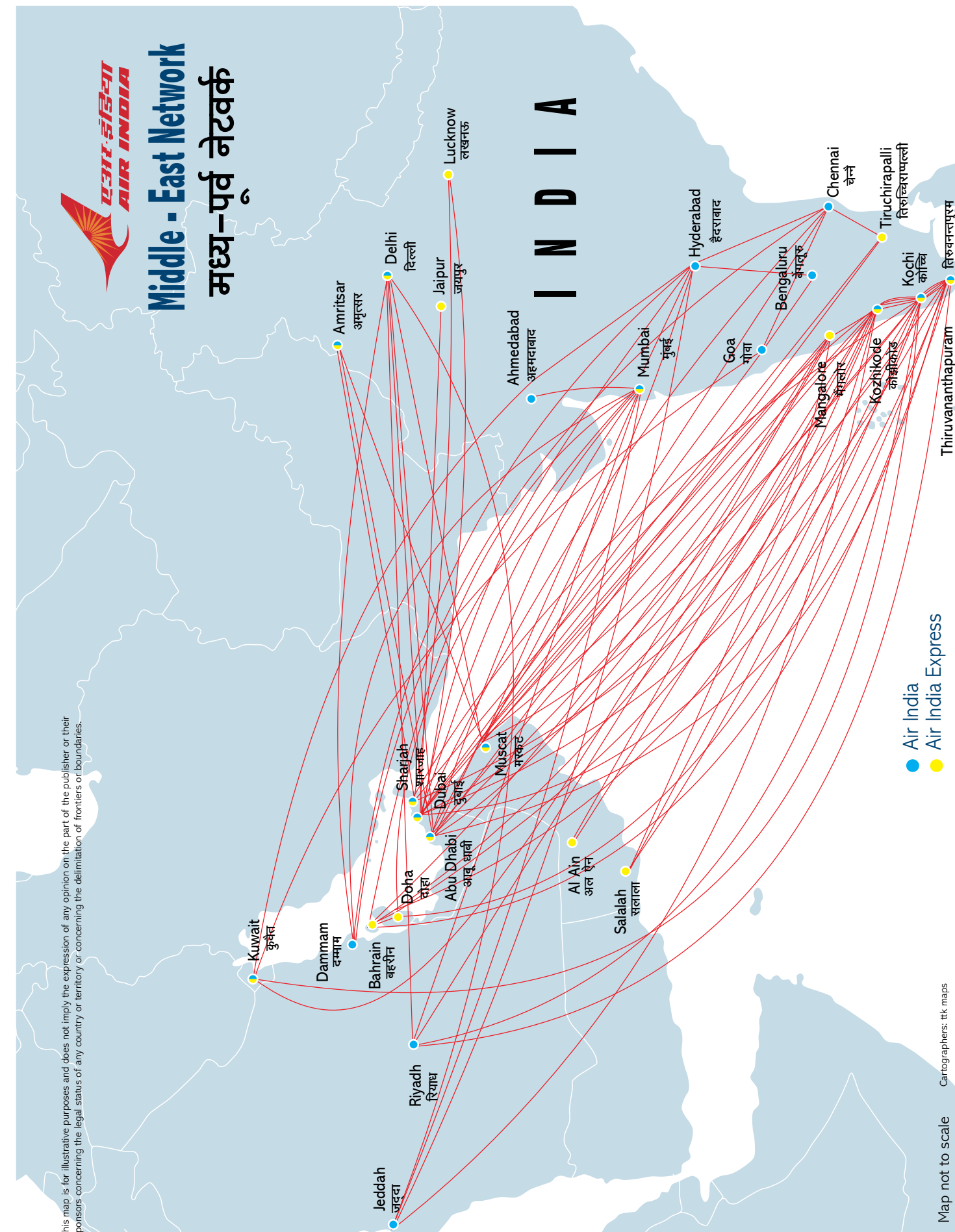
Map not to scale

Cartographers: ttk maps

This map is for illustrative purposes and does not imply the expression of any opinion on the part of the publisher or their sponsors concerning the legal status of any country or territory or concerning the delimitation of frontiers or boundaries.



Middle - East Network मध्य-पूर्व नेटवर्क



- Air India
- Air India Express

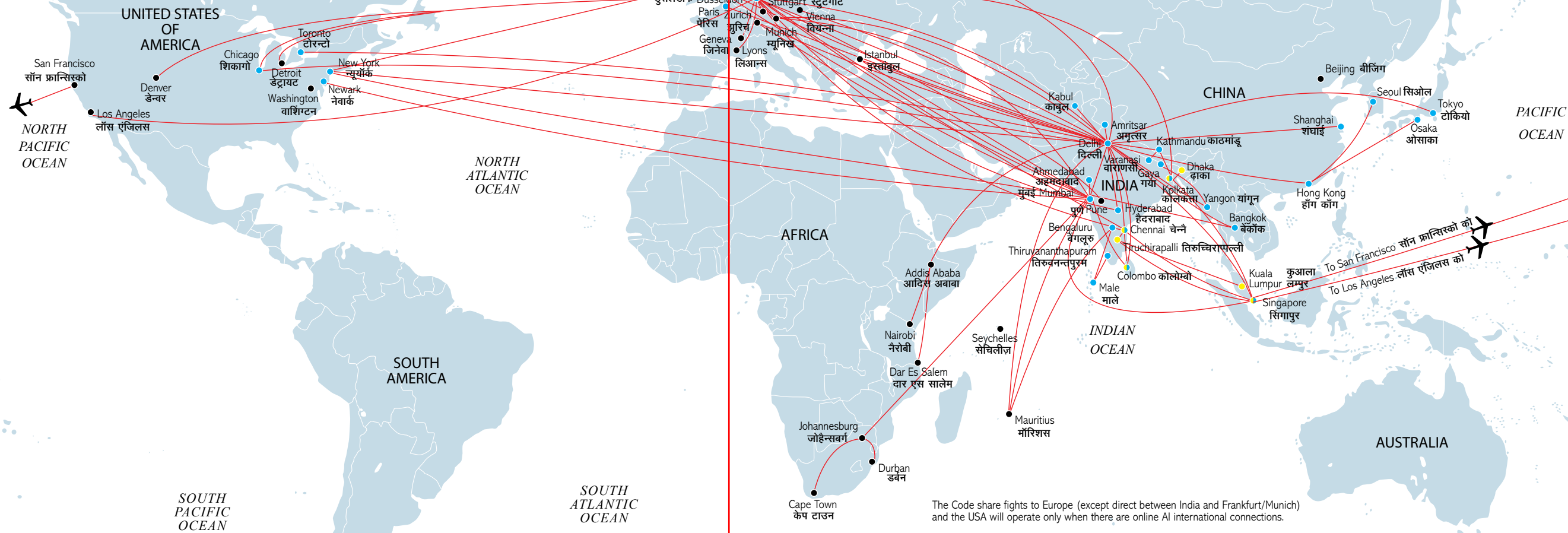
Cartographers: ttk maps

Map not to scale



Air India's International Network

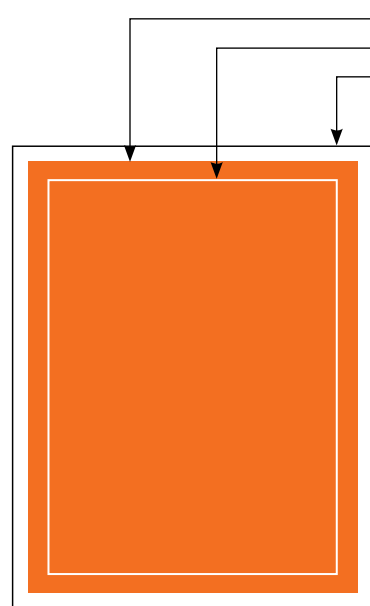
एअर इंडिया का अंतराष्ट्रीय नेटवर्क





TECH SPECS & RATE CARD

The readership profile of the magazine includes affluent businessmen and entrepreneurs, high-end tourists, senior corporate executives, successful professionals, decision makers and influencers and thus offers very high reach to the advertisers.



Magazine Size:	8.25" X 10.75"	21.0 cm X 27.3 cm
Live/Safe Area:	7.28" X 9.75"	18.5 cm X 24.8 cm
Bleed Size:	Magazine size+3mm	

Non-Bleed Ad Dimensions

	W x H (inch)	W x H (cm)	W x H (mm)
Full page	7.75 x 10.25	19.68 x 26.04	196.85 x 260.35
Double Spread	16 x 10.25	40.64 x 26.04	406.4 x 260.35

* please allow a gutter space of 5 mm in double spread ads

Rate Card

	INR (₹)	USD (\$)
Full Page colour (FPC)	7,50,000	16,667
Double Spread (DPS)	15,00,000	33,334
First 30% of the magaine (FPC)	9,18,750	20,417
First 30% of the magazine (DPS)	15,75,000	35,000
Inside Front Cover	13,12,500	29,167
Opening Spread	22,31,250	49,584
Inside Back Cover	13,12,500	29,167
Back Cover	19,12,500	42,500
Half Page	4,50,000	10,000
One-third Page	3,00,000	6,667

Issue	Deadline
January	20 th Dec
February	20 th Jan
March	20 th Feb
April	20 th Mar

...and similarly for all successive months

GSM	Cover 300	Inside Pages 90
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Periodicity	Monthly
Distribution	Every seat pocket & all Air India lounges
Readership	Over 2.5 million per month
Total Print Run	2,25,000



A subsidiary of Gruner + Jahr, MaXposure is an integrated media solutions company spread across the dimensions of publishing, creative solutions, events, custom publishing, ambient media, international representation and outsourcing.

PAGE BLEEDS: 1/8 inch on all sides for a total document size of 8.75 inches wide x 10.75 inches high. Ads submitted without sufficient bleed area will be reduced to fit live area size.

LIVE/SAFE AREA: 1/2 inch inside of trim size on all sides of a bleed ad. A full page bleed ad has a live area measuring 7.75 inches wide x 10.25 inches high. Please do not place logos, legal disclaimers or other critical information outside live area. Additionally, for spread bleed ads, allow 1/8 inch on each side of the gutter for binding. Clearly mark all ad materials with proper cropping instructions to avoid misinterpretation.

Contact Details:
Send release order/creative to:

MaXposure Media Group (INDIA) Pvt. Ltd.
M-108, Punj House, Second Floor (Above Bank of Baroda), Connaught Place, New Delhi-110001

Fax: 011-23730511
Email: airindia@maxposure.in



MaXposure Corporate Media Group (India) Pvt. Ltd.

Headquarters

M-108 Punj House, Second Floor,
Connaught Place, New Delhi-110001
Tel: 91-11-47411100

East

7B, RaniRash Road, 1st Floor, Kolkata - 700 013, India
Tel: 91-9831342496

West

T.V. Industrial Estate, Basement, B-22,
A.K. Ahire Marg, Worli, Mumbai - 400018
Tel: 91-22-61991111, 91-9004822161, Fax: 91-22.61991115

South

1010 A Wing, 10th Floor, Mittal Towers, M.G. Road,
Bangaluru-560001, Karnataka, India.
Tel: 91-80-40921037-38, Fax: 91-80-41510657

FL 9, Alsa Mall, First Floor, 149 Montieth Road,
Egmore, Chennai-600008,
Tel: 91.9840438680

Executive business club, Mount Banjara Apartment, 1st floor,
Road no 12, Banjara hills, Hyderabad-500034, India.
Tel: 91.9840438680