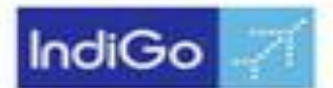


INFLIGHT MAGAZINES



Did this question just pop up in you head??

Why choose Airline Media ??????

Because.....

- ✈ Reach high net worth captive customers for distraction free viewing of your ads for 1 – 5 hrs...*
- ✈ Studies show that over 80% people who saw Inflight Advertisements during their flight were able to recall the brand/message. Over 35% increase in intent to purchase....*
- ✈ Best way to reach out to both the Business Traveller as well as the Leisure Traveller....*
- ✈ Choice of numerous media options.....*



How would you like your brand to Engage / Talk

to your audience

at 32,000 ft.

??

Captive Audience, No Distractions, High Recall, Long Dwell Time!!!!!



In-Flight Advertising Proposal for Air India

shubh yatra शुभ यात्रा

The inflight magazine of Air India

Bon Voyage

April 2016 | Vol 4 | Issue 3

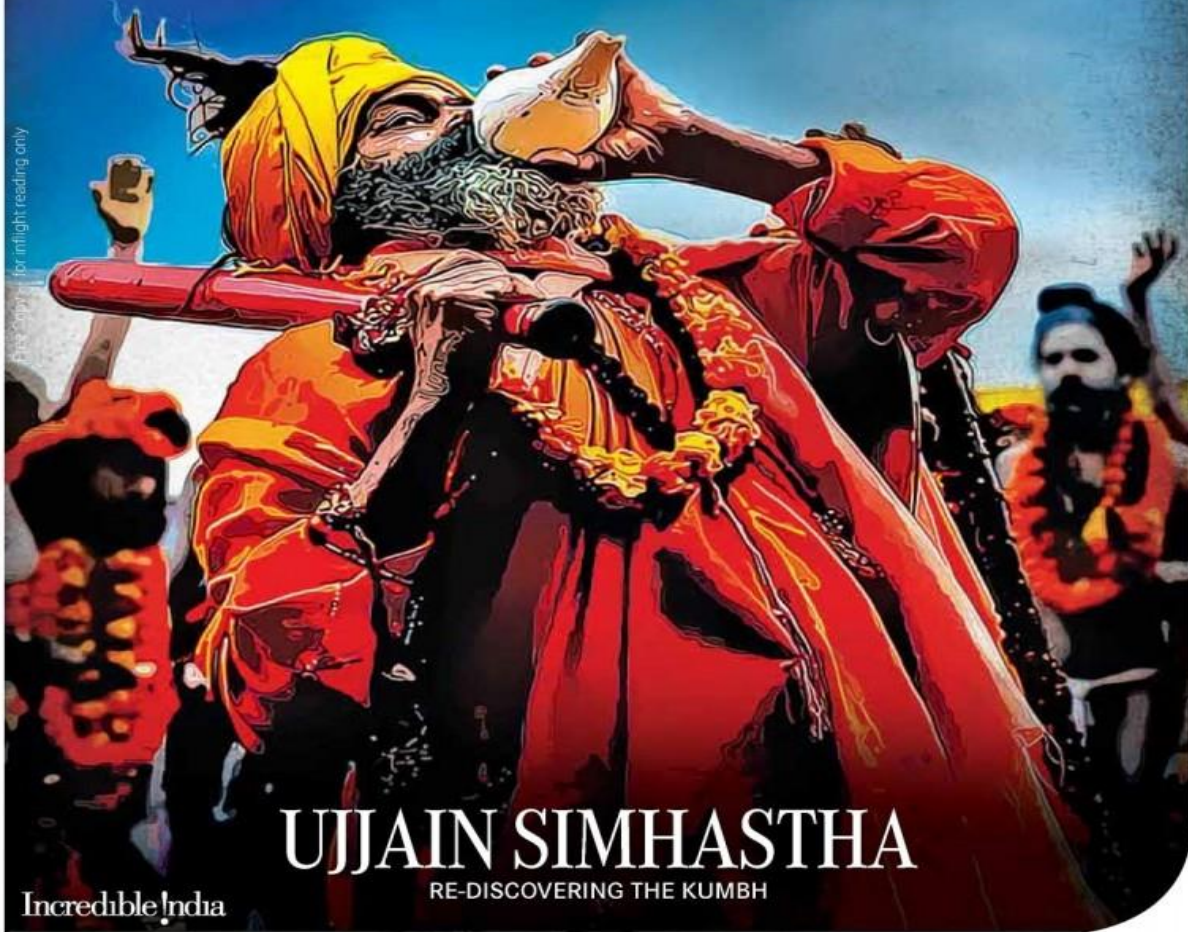
बॉन वॉयज़



Gulzar's road song
His journey through words

On the Yeti's trail
5 spectacular Himalayan treks

for inflight reading only



UJJAIN SIMHASTHA

RE-DISCOVERING THE KUMBH

Incredible India

shubh yatra | शुभ यात्रा

The inflight magazine of Air India

Bon Voyage

June 2016 | Vol 5 | Issue 6

बॉन वॉयज़



HELLO CEYLON

OFF TO THE EMERALD ISLE

Earth calling
Think long-term,
says Sunita Narain
Meet the real
Amitabh Bachchan



Why Advertise on Air India??

- ✈ Air India is the flag carrier airline of India. It is one of the largest airline in India in domestic market share.
- ✈ Operates a fleet of 108 Aircrafts flying to 35 International Destinations across the USA, Europe, Canada, Far-East and South-East Asia and the Gulf. The airline's domestic network covers 63 destinations.
- ✈ Air India, today, flies one of the youngest, state-of-the-art, fleet of aircraft comprising a mix of the wide-body Boeing B777s, B747s, Airbus A330s, latest acquisition- the B787 Dreamliner and the narrow body Airbus A321s, A320s, A319s & Boeing B737s apart from CRJs and ATR aircraft.
- ✈ Air India has two major domestic hubs at Indira Gandhi International Airport and Chatrapati Shivaji International Airport.
- ✈ Air India has been awarded the Best Performing Airline Award by Travel Port Singapore in October 2012. Air India was also voted the most trusted brand in the country's Aviation sector in the Economic Times Brand Equity survey 2012 for the seventh time.
- ✈ In yet another honour, Air India was presented the Reader's Digest Trusted Brand Gold Award for the eighth consecutive year in 2013.
- ✈ Air India was the first airline in India to clear the IATA Operational Safety Audit (IOSA) in 2003



In-Flight Advertising Proposal for IndiGo



HELLO ee



27th Issue, 2014
For inflight reading only

ee WORLD

Why Advertise on IndiGo???

Because.....

India's largest airline with a market share of almost 40% is also the preferred airline among corporate travellers for on-time performance

It has a fleet of 108 brand new A-320s with all economy seating for 180 passengers and an average Load factor of 85%.

IndiGo ferries over **3.5** million passengers every month. **3.4** million domestic & **0.10** million International passengers.

With over 833 daily flights, IndiGo covers 43 domestic & 5 international destinations.

Airline Passenger Growth in India is expected at over 22% in 2015. IndiGo is expected to grow more than that.



In-Flight Advertising Proposal for Jet Airways



JetWings

September 2010 • Vol 10 • Issue 4

Scenic spas
The best retreats

Cycling holidays
Do a wheelie

Take a break
Spas for business
travellers

HOLIDAY
GUIDE TO
FARM STAYS

**Wellness
special**

Rest, refresh, rejuvenate

JET AIRWAYS 

AYURVEDIC THERAPY AT HOME • YOGA FESTIVALS

JetWings


April 2010 • Vol 10 • Issue 4

JET AIRWAYS NOW FLIES TO
SOUTH AFRICA

STUDENTS'
GUIDE TO
LONDON

Gourmet capital
Fine dining in Delhi

**Quintessential
South Africa**
From wildlife to
wild sports

JET AIRWAYS 

RAFTING IN NORTH INDIA • LANDSCAPING

Why Advertise on Jet Airways??.

Because.....

It is the preferred full service airline for high net-worth individuals. With an average fleet of 4.99 years, Jet Airways has one of the youngest airline fleet in the world.

Currently operates a fleet of 116 aircrafts flying to 56 destinations within India and over 22 destinations worldwide.

Ferries over 2.0 million passengers every month. 1.30 mn domestic, 0.40 mn to South east Asia/Middle East & over 0.20mn long haul (Europe/America) International passengers.

Has an international hub at Brussels Airport, Belgium connecting it to most important economic regions globally hence making it the preferred airline of over 23 million.

Several leading India Companies have corporate accounts with Jet Airways.



In-Flight Advertising Proposal for GoAir

go-getter

February 2016
www.go-getter.in | GoAir's Exclusive In-Flight Magazine



WHISPERS OF
LIFE
UNRAVEL THE
SECRETS OF LITTLE
RANN OF KUTCH

**Bachchan
Talkies**
GET UP, CLOSE &
PERSONAL WITH
THE SUPERSTAR

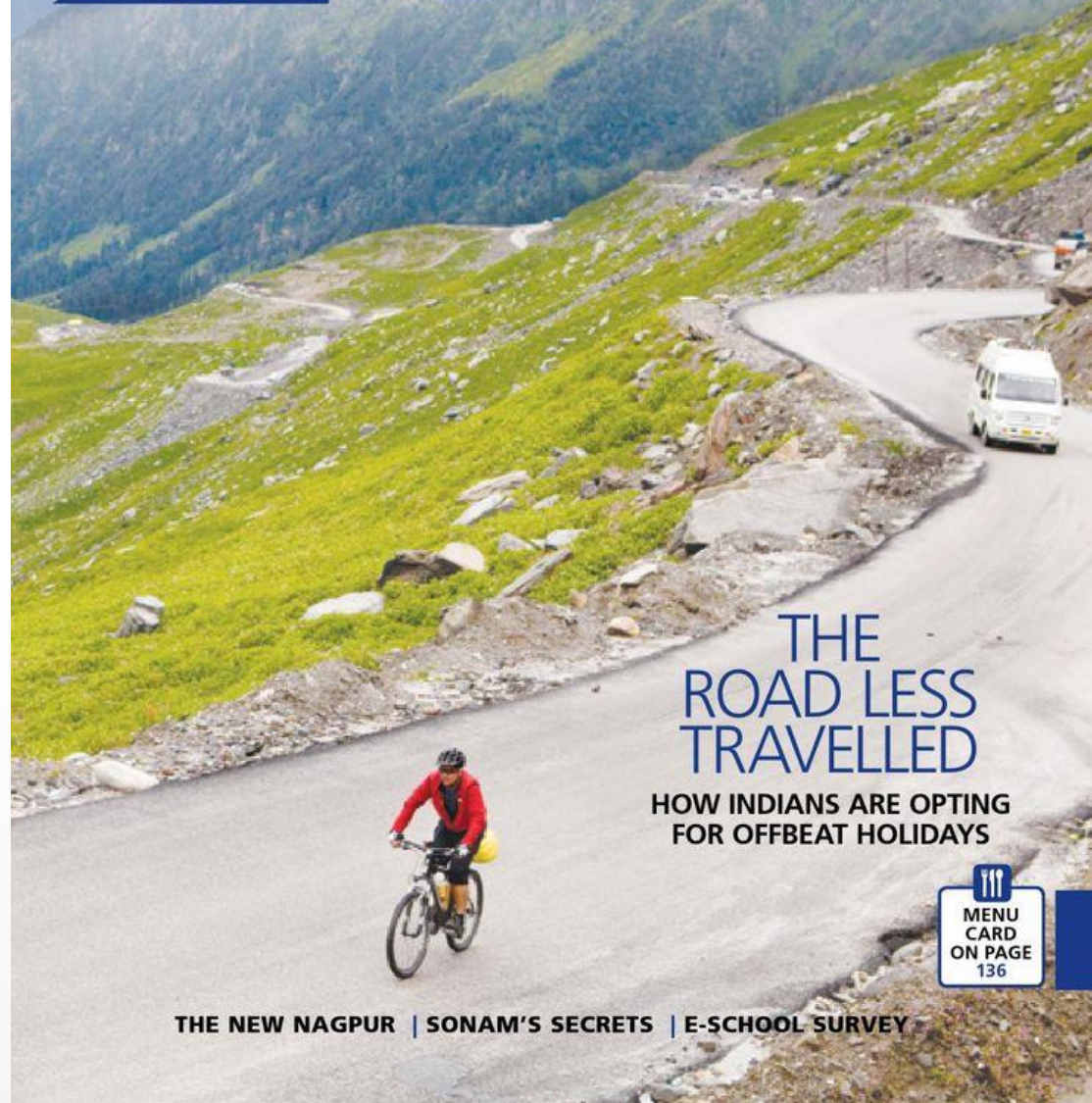
VIBRANT JAIPUR

EXPLORE THE GRANDEUR OF THE ROYAL CITY

MENU
CARD
ON
pg 108

go-getter

JUNE 2014
GoAir's exclusive in-flight magazine



**THE
ROAD LESS
TRAVELLED**

HOW INDIANS ARE OPTING
FOR OFFBEAT HOLIDAYS

MENU
CARD
ON PAGE
136

THE NEW NAGPUR | SONAM'S SECRETS | E-SCHOOL SURVEY

Why Advertise on GoAir???

Because.....

Go Airlines (India) Ltd. is the aviation foray of the Wadia Group. It operates its services under the brand GoAir.

In November 2005, GoAir launched its operations as a low-fare carrier with the objective of commoditizing air travel and offering airline seats at a marginal premium to train fares across India.

The airline currently operates over **148 daily flights** across **22 destinations across India**.

It has a fleet of **21 brand new A320s** with all economy seating for 180 passengers and an average load factor of 80%.

GoAir ferries over **9.0** million passengers per annum.

Airline Passenger Growth in India is expected at over 22% in 2016. GoAir is expected to grow more than that.



IN-FLIGHT ADVERTISING PROPOSAL FOR SPICEJET

spiceroute

The inflight magazine of SpiceJet 



**DAZZLING
AMRITSAR**
STAR STUDDED DIWALI

LE CORBUSIER'S
CHANDIGARH
HISTORY RICH
SRINAGAR
BE SURPRISED
BY HUBLI

spiceroute

The inflight magazine of SpiceJet 



**Transport
museum**
Walking back in time
Jewel of the North East
Guwahati

**Women
Travellers**
Fast changing trends



FOR OUR FRESH AND HOT MEALS
Turn to pg. 208

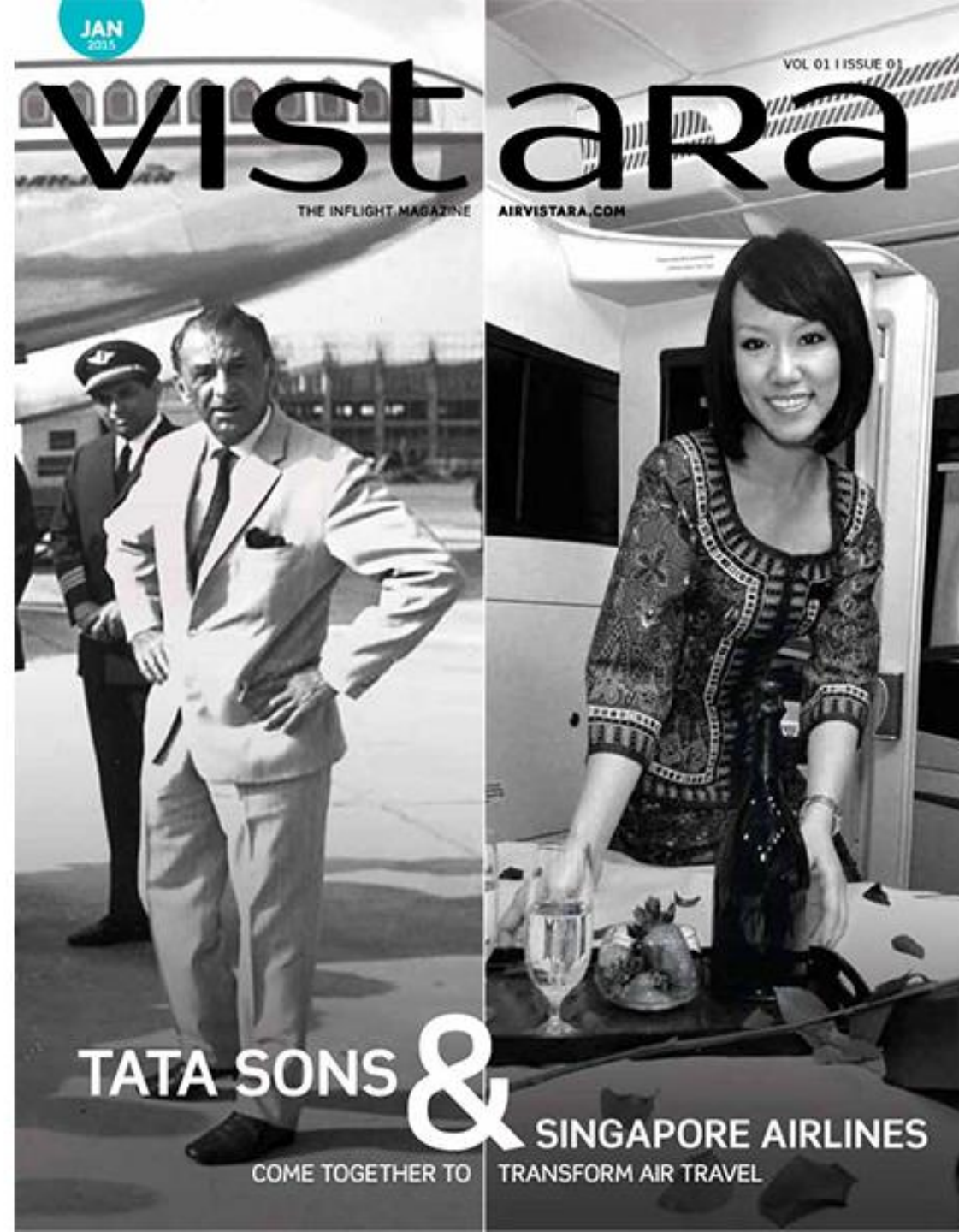
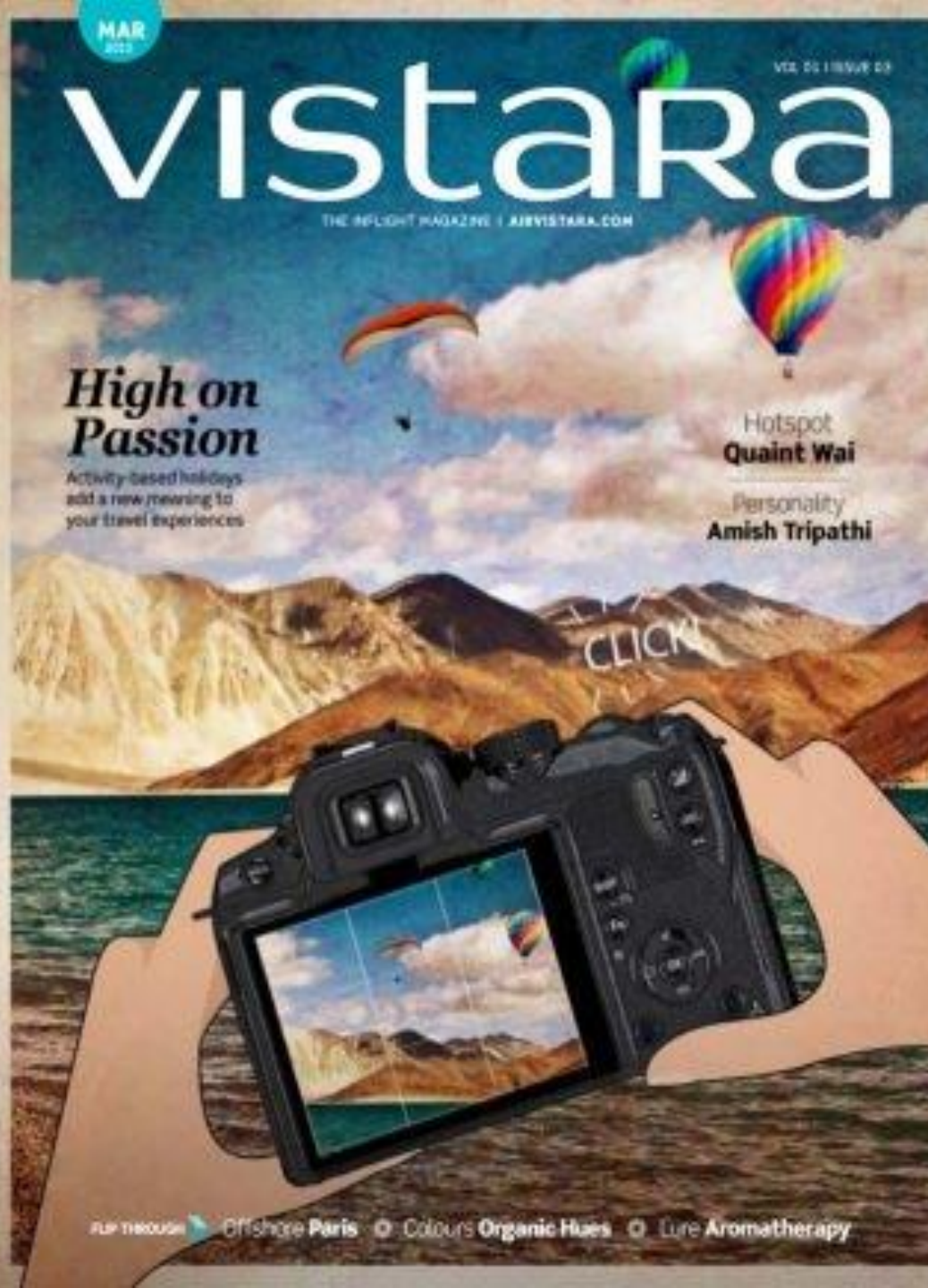
Why Advertise on SpiceJet ??

- ✈ It is India's "best low cost airline", delivering the lowest airfares.
- ✈ Has a fleet of 36 Aircrafts :
 - 20 – B737-800 with 189 seats per Aircraft
 - 15 – Q400 Bombardiers with 78 seats per Aircraft
- ✈ Ferries over 1.8 million passengers (captive audience) annually, load factor of over 80% with an on-time performance among the best in India.
- ✈ Captive – No cell phones, limited reading material, limited usage of electronic items, no in-flight entertainment system.
- ✈ Average flight duration is 1 hr 49 min. Average time spent on board by a guest is 2 hrs.
- ✈ Direct, smart, Aware, Net Savvy customers of which :
 - 60% customers used internet for booking
 - 27% are first time fliers
 - 51% opted for exciting fares
 - 80% of the passengers are from 6 metros
 - 60% are corporate.



IN-FLIGHT ADVERTISING PROPOSAL FOR VISTARA





Why Advertise on Vistara???

Because.....

It is the newest full service airline for high net-worth individuals. With an average fleet of less than 1 year, Vistara has one of the youngest airline fleet in the world.

Currently operates a fleet of 9 aircrafts flying to 12 destinations within India with 1228 monthly flights.

Ferries over 2.0 lac passengers every month.



09-27 B

In-Flight Duty Free

Thai AirAsia • August - November 2013
Available for international routes only

机上免税店

www.facebook.com/AirAsiaThailand



AirAsia

AIRASIA INFLIGHT MAGAZINE

travel

3sixty



AWESOME YEARS!

12
2011

HELP SAVE THE EARTH!
READ THE MAGAZINE
ONLINE AND STOP
WASTING INK!
www.airasia.com/360



HSBC

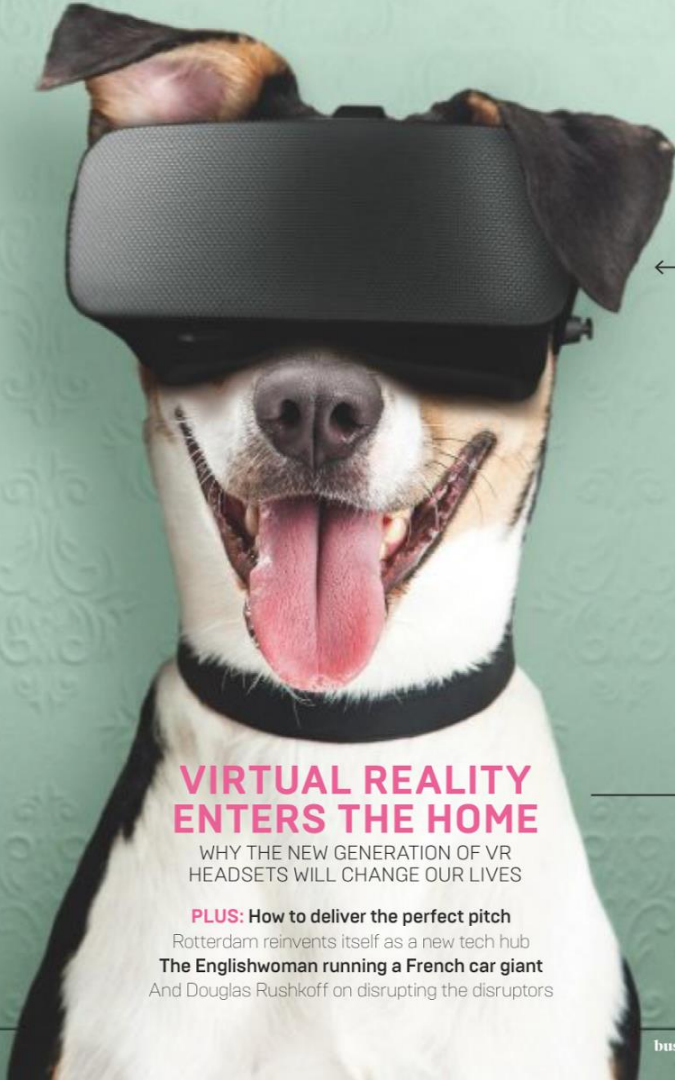
BRITISH AIRWAYS

business life

WHERE NEXT?

TRENDS
TALENT
TECH
THOUGHTS
TRAVEL

March 2016



VIRTUAL REALITY ENTERS THE HOME

WHY THE NEW GENERATION OF VR HEADSETS WILL CHANGE OUR LIVES

PLUS: How to deliver the perfect pitch

Rotterdam reinvents itself as a new tech hub

The Englishwoman running a French car giant

And Douglas Rushkoff on disrupting the disruptors

TOTAL
READING TIME
67
MINS

businesslife.ba.com

business life

BRITISH AIRWAYS

high life

CHANGE YOUR VIEW / NOVEMBER 2015

WOKE UP THIS MORNING

And London's latest blues boom took off

6 VERY GOOD KOREA MOVES
Party like a Seoul star

SURPRISE RESULT IN WASHINGTON

Move over works - the hip crowd is back

+

FLIRTING IN THE BRITISH LIBRARY

MOUSTACHES AND THE MIDDLE EAST

THE WORLD'S BRAINIEST FESTIVALS

FISH & CHIPS REINVENTED



PLAN IT NOW

The brightest movie and TV guide in the UK
Page 113

NEW LOOK
NEW MAPS
NEW
EVERYTHING



AIRBUS A380-800

Emirates
الإمارات
www.emirates.com

الإمارات

A6-EDP



open
skies

10

2013

Emirates

TO

NEW
TECHNOLOGY
The Internet of
Things is about
to take control of
everything

MONEY
MATTERS
How athletes are
crowdfunding
their careers

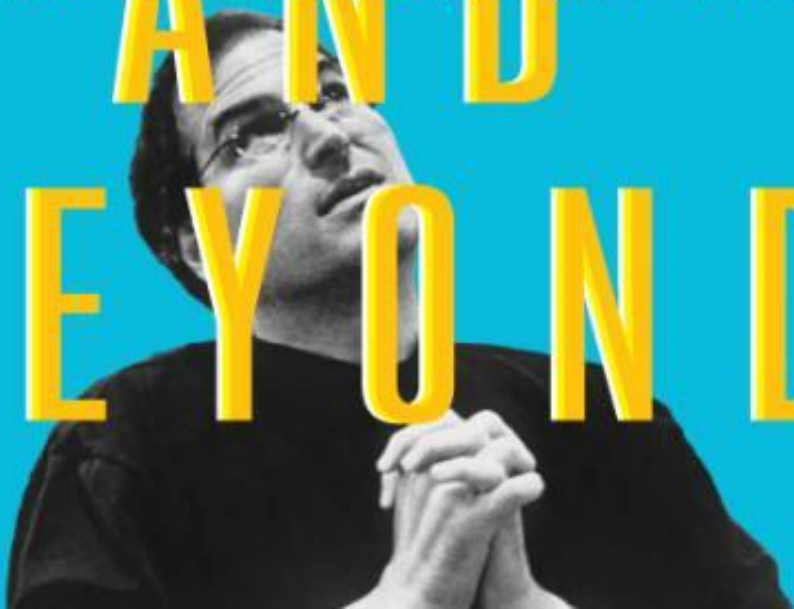
DAVID FROST
The broadcaster's
life in pictures

INFINITY

HOW STEVE JOBS SAVED PIXAR

AND

BEYOND



open
skies

03

2013

Emirates

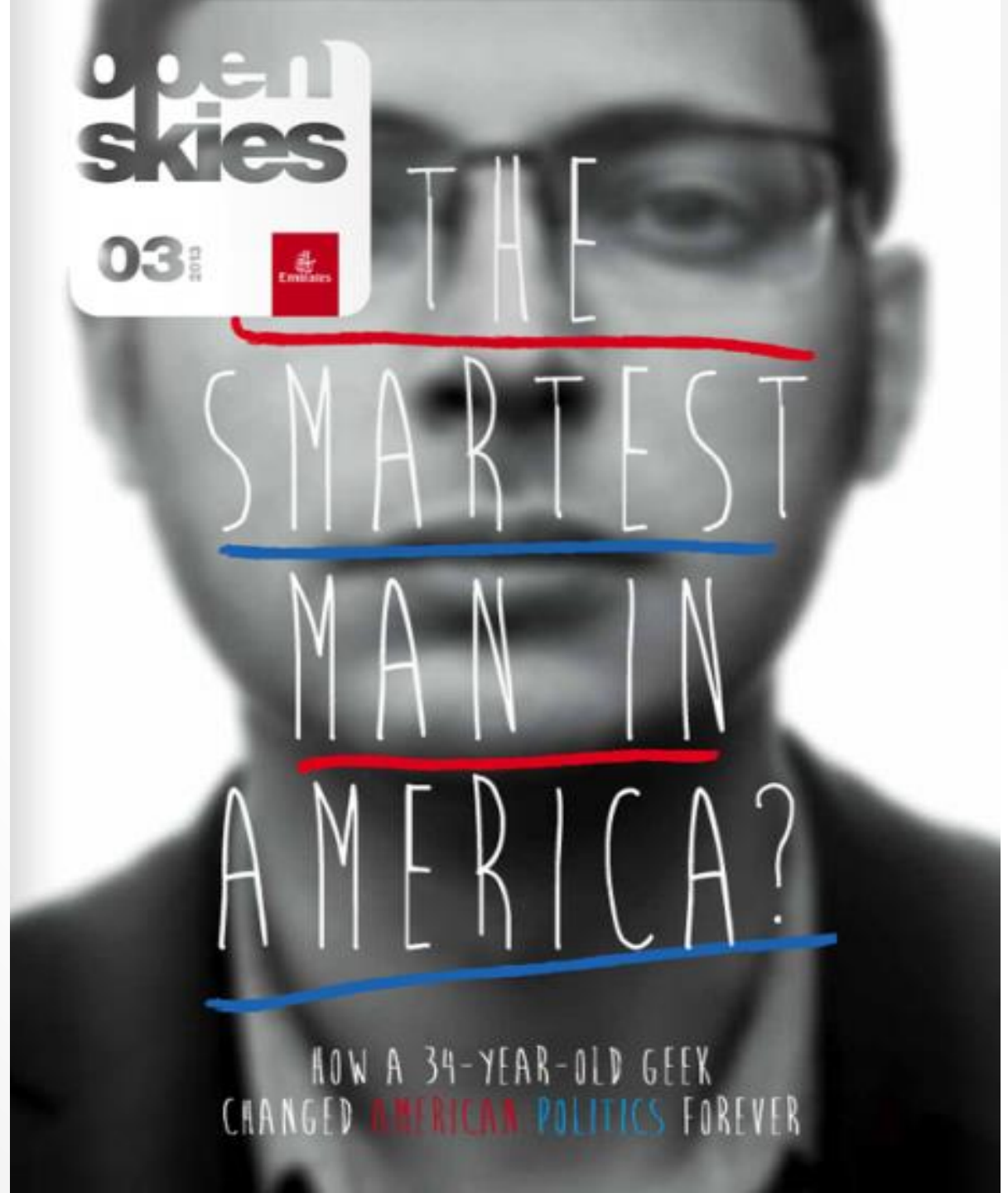
THE

SMARTEST

MAN IN

AMERICA?

HOW A 34-YEAR-OLD GEEK
CHANGED AMERICAN POLITICS FOREVER





SINGAPORE AIRLINES

PEOPLE » PLACES » ADVENTURE » CULTURE

Take me home!

Jetstar

asia magazine

Experience this!

- **YOUR OWN SECRET SURF IN HAINAN**
- **PHUKET IN THE COOLER SEASON**
- **THREE FACES OF KYOTO**

KERONCONG PLAYBACK

Indonesia's folk music stages a revival

RAISING SAIGON

Ho Chi Minh City's artistic locals share their favourite places

Lawrence Wong

Malaysia's most sought-after actor says: "Fame has taught me to discover the things that matter..."

JETSTAR

MAGAZINE

ICE AGE

Fix your crampons for a spectacular hike through Fox Glacier p.36

Island Bites

What's hot and sizzling now on Singapore's food scene p.32

SHOPPING HEAVEN

Besides Kyoto's temples, the markets are also worth worshipping p.48

+ The High Country

Horseshoe into history on The Man from Snowy River trail p.58

Samantha Harris

How the Gold Coast girl is changing the face of modelling p.24

