



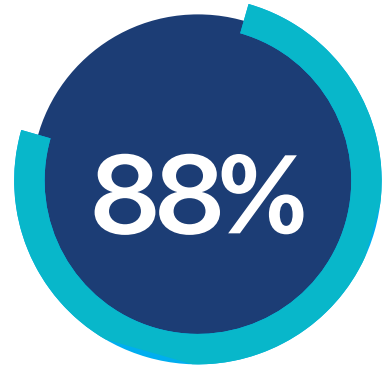
go-getter

THE EXCLUSIVE MAGAZINE FOR GO AIR

Media Kit 2020



The Go Air Advantage

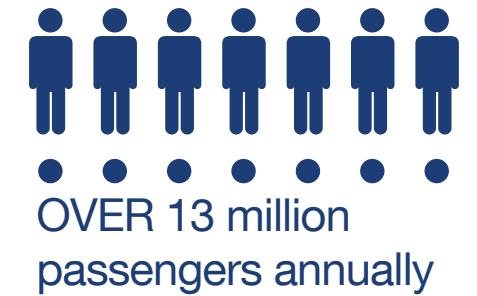
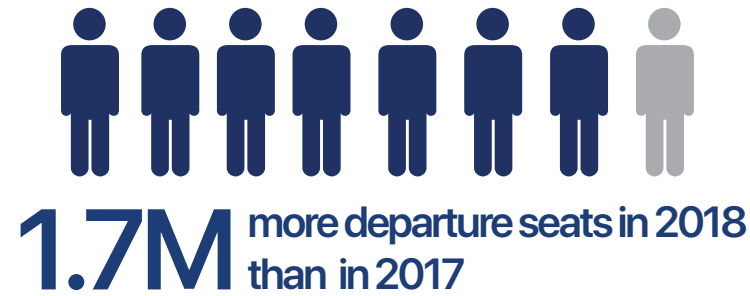


Load Factor



Fastest

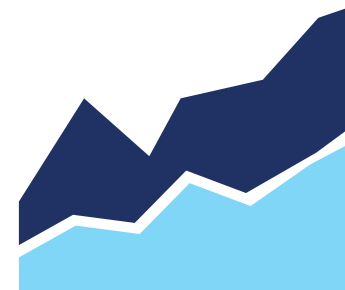
One of the fastest growing airlines in the world



230

Daily Flights

24 Domestic Destinations
4 International Destinations



30.7%

YoY growth

2nd highest in the industry



All Airbus A320 fleet including next-gen A320neos

1600

Weekly Flights in India



Market Share

144

Airbus A320neos to be added to the fleet

Recognition



Awarded the Best Domestic Airline For Excellence in Quality and Efficient Service by Pacific Area Travel Writers' Association



Best Performing Airline in Asia and Africa among A320 operators by Airbus

"The Best on-time Performing Airline"

by Hospitality India & Explore the World Annual International Travel Awards.

International forays



Phuket

Enjoy a romantic walk on silver sands or dive into the crystal clear waters while you explore Phuket. With pristine beaches, fresh seafood and great weather there are a ton of options for travellers to choose from.



Maldives

Maldives, with its plush beaches and crystal clear water is now just a short flight away.

DIRECT flights to the exotic island of the Maldives.



Abu Dhabi & Muscat

International Direct flights to Muscat & Abu Dhabi from Kannur starting 28th February 2019 and 1st March 2019 respectively.

Kannur is a city that sits amidst the beauty of the magnificent Western Ghats, Lakshwadeep Sea, and lush green districts. So, expect nothing short of a heavenly experience while you are here.

About Go-Getter



Go-Getter acts as a captive medium for advertisements. An ideal place to put advertising in front of these elusive consumers who are busy with demanding schedules. With an emphasis on Go Air's wide network, the magazine weaves insightful features related to travel, lifestyle, culture and cuisine. The magazine's monthly themes range from art and architecture to adventure, sports, wellness and interiors. There are also regular sections on cinema, literature, art and music.

About Go Air



Go Airlines (India) Ltd. is an aviation foray of the Wadia Group. It operates under the brand GoAir. In November 2005, GoAir launched its operations as a low-fare carrier to commoditize air travel and offer airline seats at a marginal premium to train fares across India. The airline currently operates over 230 daily flights and approximately 1600 weekly flights across 28 destinations – 24 domestic and 4 international.

It's unique product portfolio comprises of some of the most innovative offerings in the industry including GoSmart, GoBusiness, GoValue and a bundle of Red Eye flights.

Readership & Distribution



Rate Card



For Innovations & Native Advertising in
Go-Getter, please contact
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ashwin@spentamultimedia.com
Ph: +91 9820200737

Go-getter is published by Spenta Multimedia Pvt Ltd , a leading magazine publisher based out of Mumbai. Founded in 1995, we have over the years built up a strong reputation for the quality of our publications. The magazines in our stable include Marwar India ,The SmartManager , Domus India , Hair Magazine , Adorn and more. We also have a wealth of experience in custom publishing, having created and brought out magazines for companies and organizations like Lalit Insight, Purple Hues by Sterling, Black & Gold etc. We have also been active in the area of inflight magazines for many years. We conceptualised and are successfully publishing Jet Airways' in-flight magazines - JetWings Domestic and JetWings International.

Ad Position	Rate	Dimensions	Dimensions
		WITH BLEED (in mm)	WITHOUT BLEED (in mm)
Reverse cover gate fold	15,00,000	410 X 275	390 X 245
Back cover	12,00,000	210 X 275	180 X 245
Opening double spread	10,00,000	420 X 275	390 X 245
Inside back cover	9,00,000	210 X 275	180 X 245
Double spread	9,00,000	420 X 275	390 X 245
Inside front cover	8,00,000	210 X 275	180 X 245
Opening full page	6,00,000	210 X 275	180 X 245
Full page colour	4,50,000	210 X 275	180 X 245
Half page (horizontal)	2,70,000	210 X 136	180 X 122
Half page (vertical)	2,70,000	105 X 275	95 X 255

PAGE BLEEDS

- 3 mm on all sides for a total document

LIVE/SAFE AREA OR NON BLEEDS:

- 10 mm on all sides

- Additionally, for spread bleed ads, allow 10 mm on each side of the gutter for binding.

- Please do not place logos, legal disclaimers or other critical information outside live area.

- Clearly mark all ad materials with proper cropping instructions to avoid misinterpretation.

- The ad should be provided in the pdf format only.

The above rate card is for a period of six months only. Indicative advertising rates for different months.

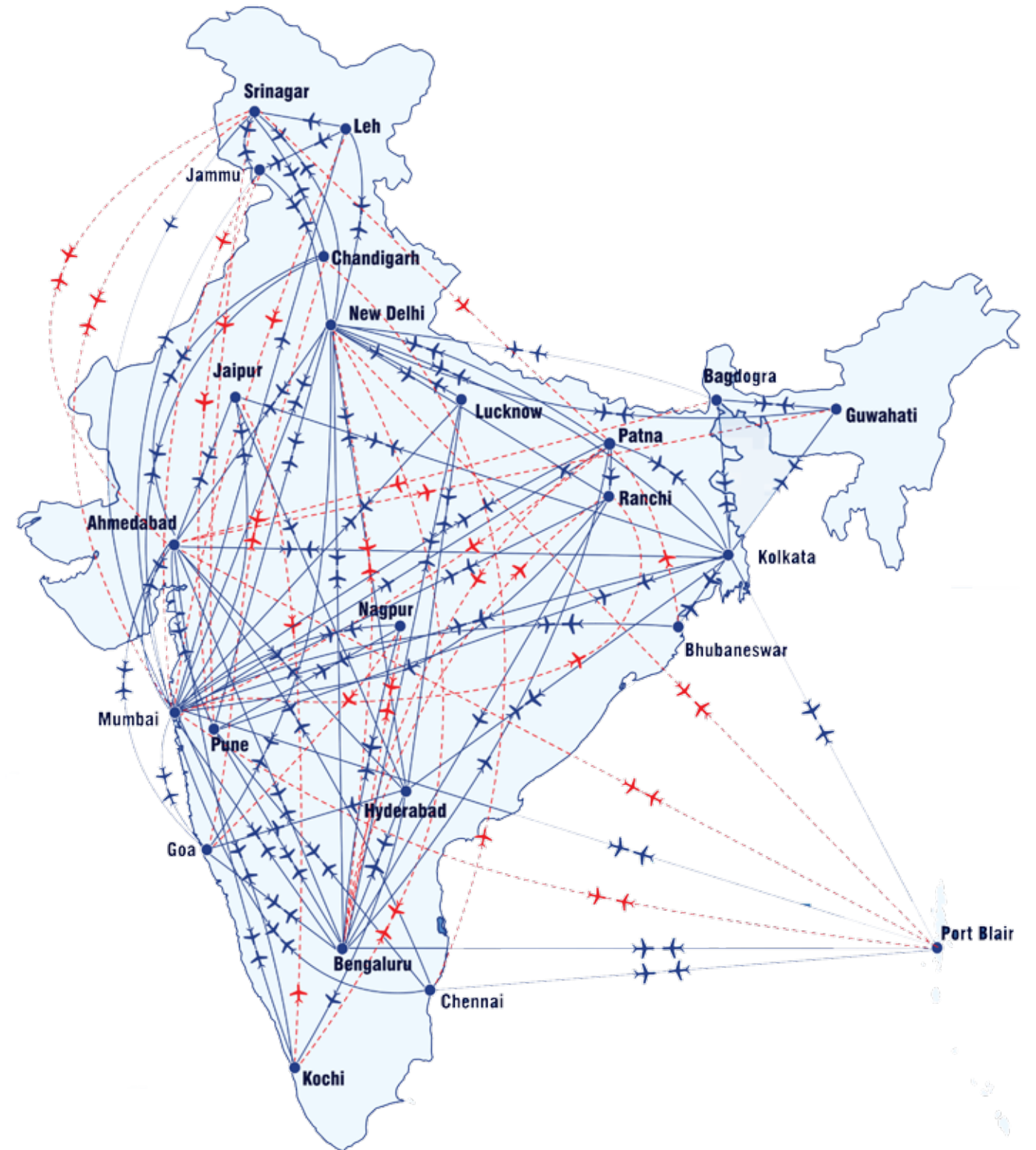
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International Direct flights to Muscat & Abu Dhabi from Kannur starting 28th February 2019 and 1st March 2019 respectively.

230+

Daily Flights

24 Domestic
4 International



Contact Us



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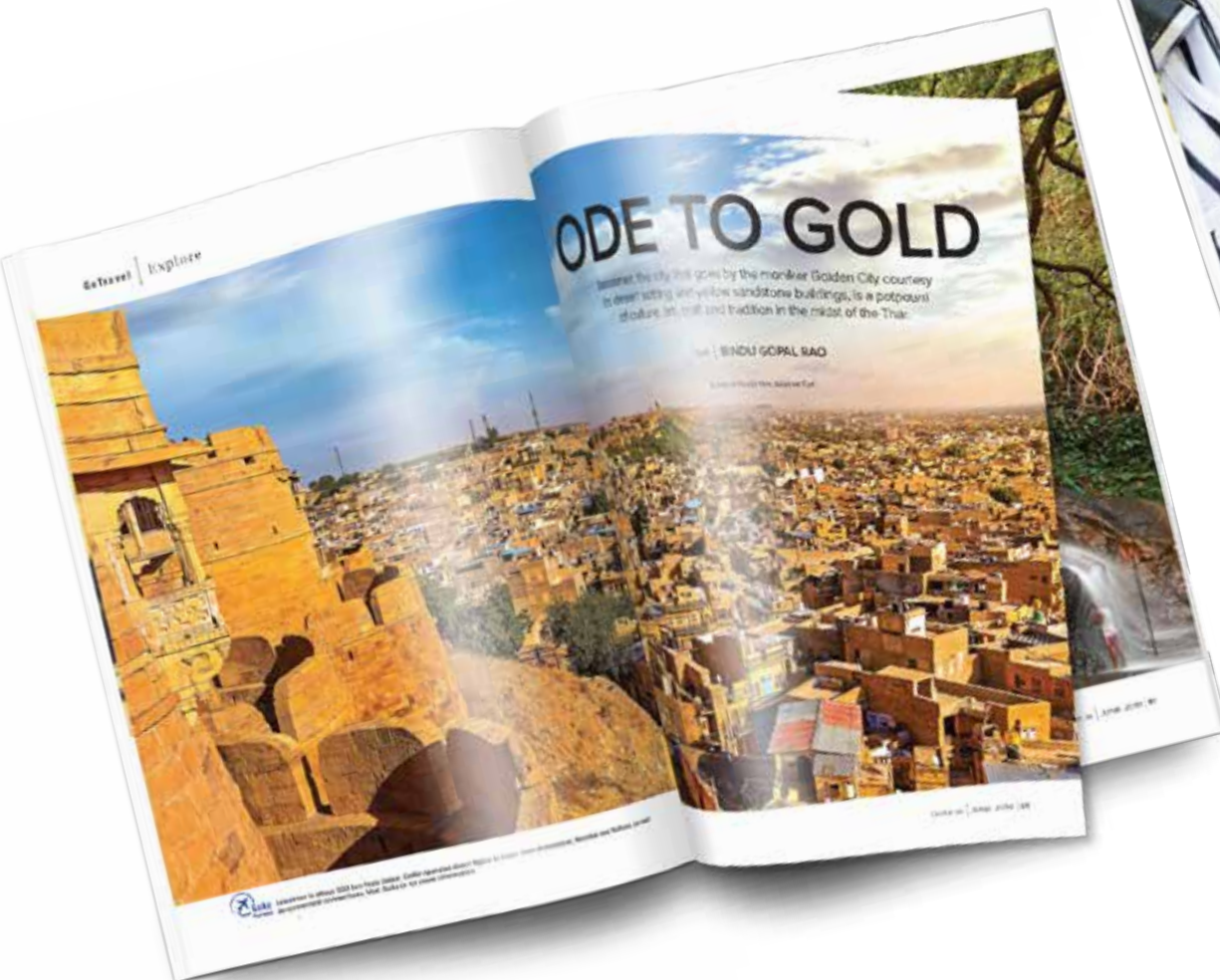
Email: info@nknmedia.in

<https://www.nknmedia.in>

DUBAI SINGAPORE MALAYSIA COLOMBO INDIA



Our Editorial Features



Thank you!

Looking forward to welcoming you on board

