

— shubh yatra शुभ यात्रा —

# MEDIA KIT

2020-21



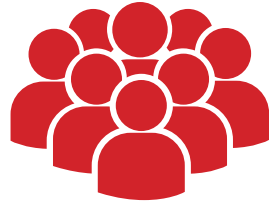


## INDIA'S NATIONAL CARRIER



# 120

DESTINATIONS  
CONNECTED.  
76 DOMESTIC  
44 INTERNATIONAL



# 20 M

PASSENGERS  
FLOWN  
EVERY YEAR



# 100%

FULL SERVICE  
CARRIER



UNITED NATIONS  
AWARD (2010)  
FOR  
ENVIRONMENT  
FRIENDLY  
PROCESSES



# 7

EXCLUSIVE AIR  
INDIA MAHARAJAH  
LOUNGES ACROSS  
THE WORLD

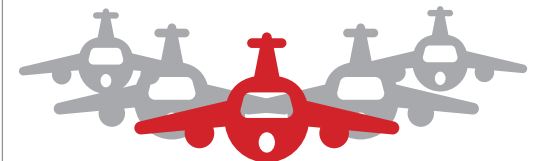


AIR INDIA HAS  
PLACED THE  
LARGEST ORDER OF

# 45 B 787

# 118

AIRCRAFTS.  
ONE OF THE YOUNGEST  
FLEET IN WORLD



# BRAND AIR INDIA



**POPULAR MASCOT**  
OF AIR INDIA FIRST  
APPEARED IN **1946**.



**58 YEARS** LATER, HE IS A  
CELEBRATED **GLOBAL ICON**.

MOST RECOGNISABLE  
**TOURIST MEMORABILIA**.



AIR INDIA'S **BUSINESS  
LOUNGES** AT  
INTERNATIONAL AIRPORTS  
ARE NAMED  
**MAHARAJAH LOUNGES**



Member of **STAR ALLIANCE** (the  
largest airline alliance in the world).  
Only Indian airline to be part of any  
such alliance.

Air India One, a **B747 JUMBO**, is  
the official carrier for the **INDIAN  
PRESIDENT** & the **PRIME MINISTER**.  
Similar to Air Force One, it is a  
state-of-art aircraft.

Over **60 YEARS**, Air India has  
undertaken several humanitarian  
trips during natural calamities and  
global conflicts.

# AWARDS



**MOST TRUSTED  
BRAND** FOR  
SEVEN  
CONSECUTIVE  
TIMES IN THE  
AVIATION  
SECTOR BY  
LEADING INDIAN  
NEWSPAPER  
(**ECONOMIC  
TIMES**).



INDIA'S  
**LEADING  
AIRLINE  
BRAND** BY  
**WORLD TRAVEL  
AWARDS**  
FOR SIX  
CONSECUTIVE  
YEARS

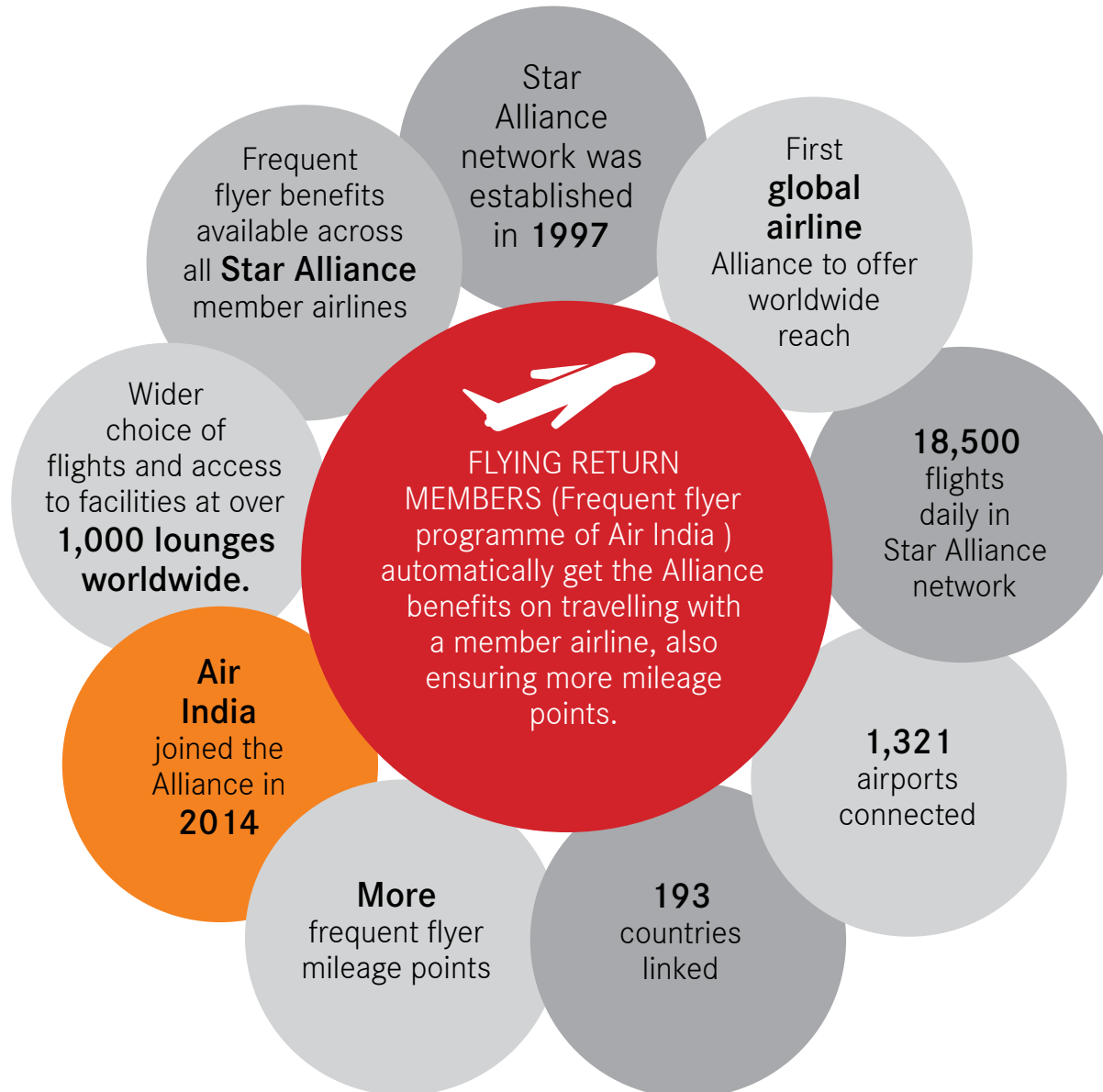


**TRUSTED  
BRAND**  
GOLD AWARD  
FOR FIVE  
CONSECUTIVE  
YEARS BY  
**READER'S  
DIGEST**



**BEST  
PERFORMING  
AIRLINE**  
AWARD BY  
**TRAVEL PORT  
SINGAPORE**



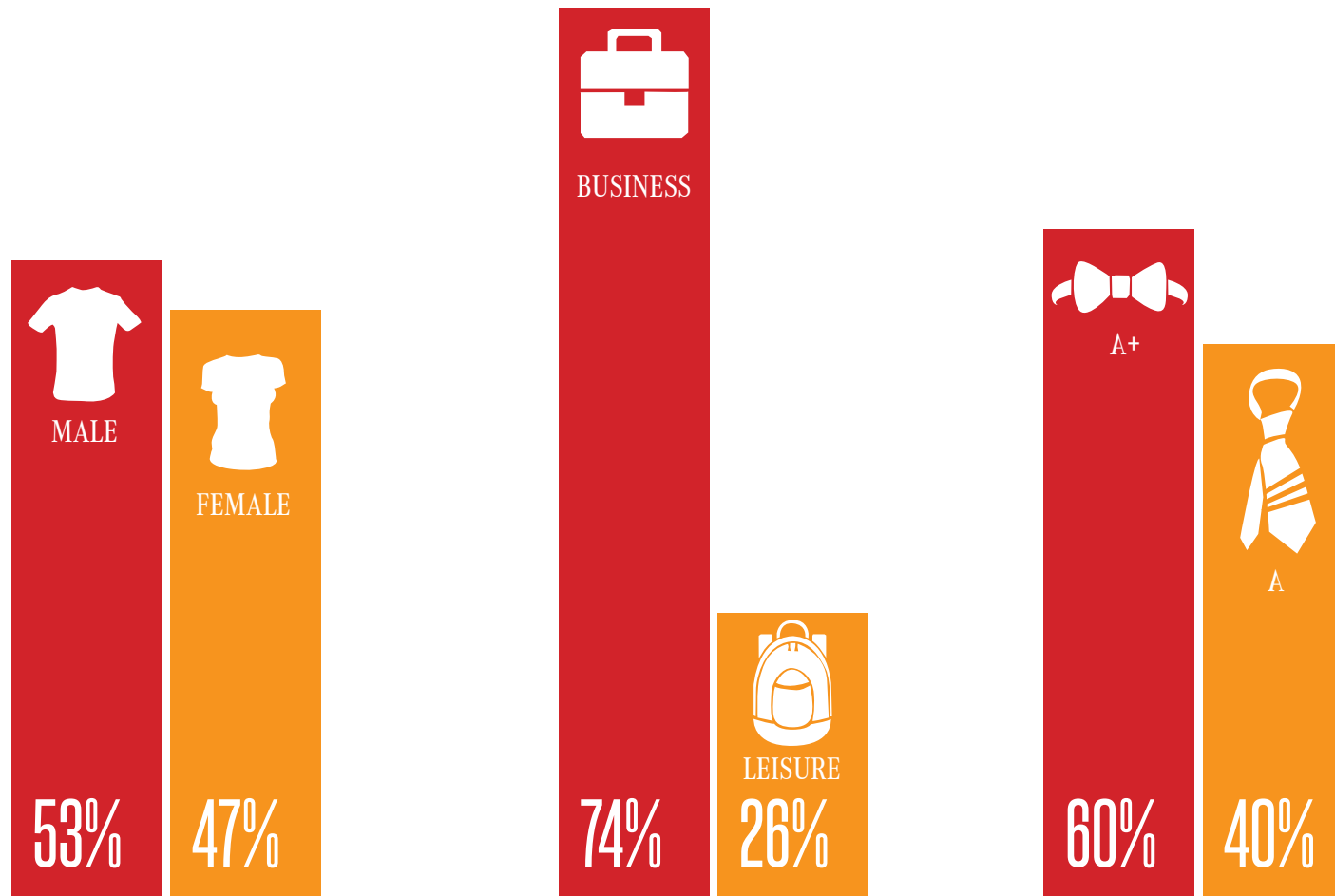


## MEMBERS

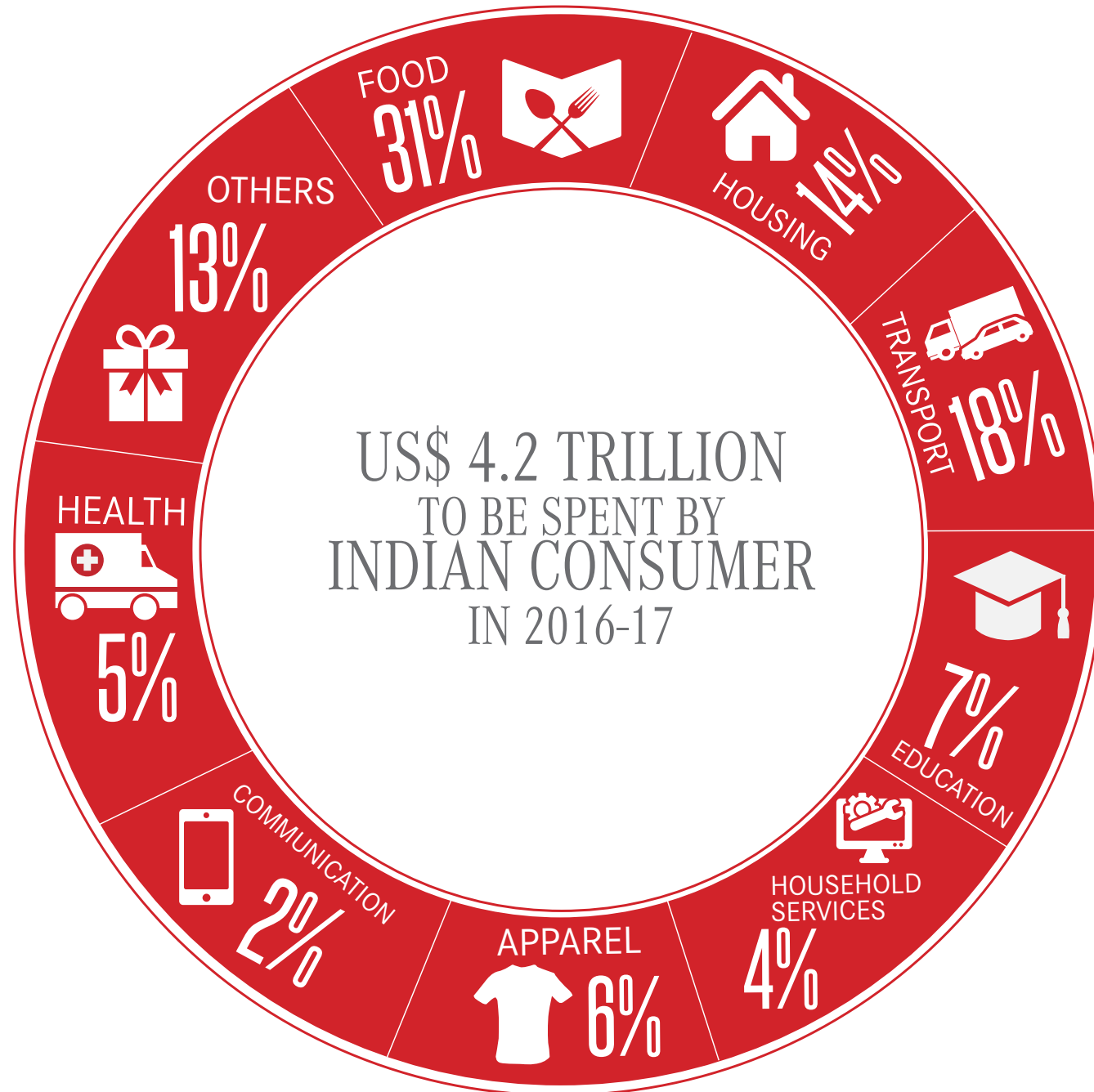




## DEMOGRAPHY OF AIR INDIA FLYER

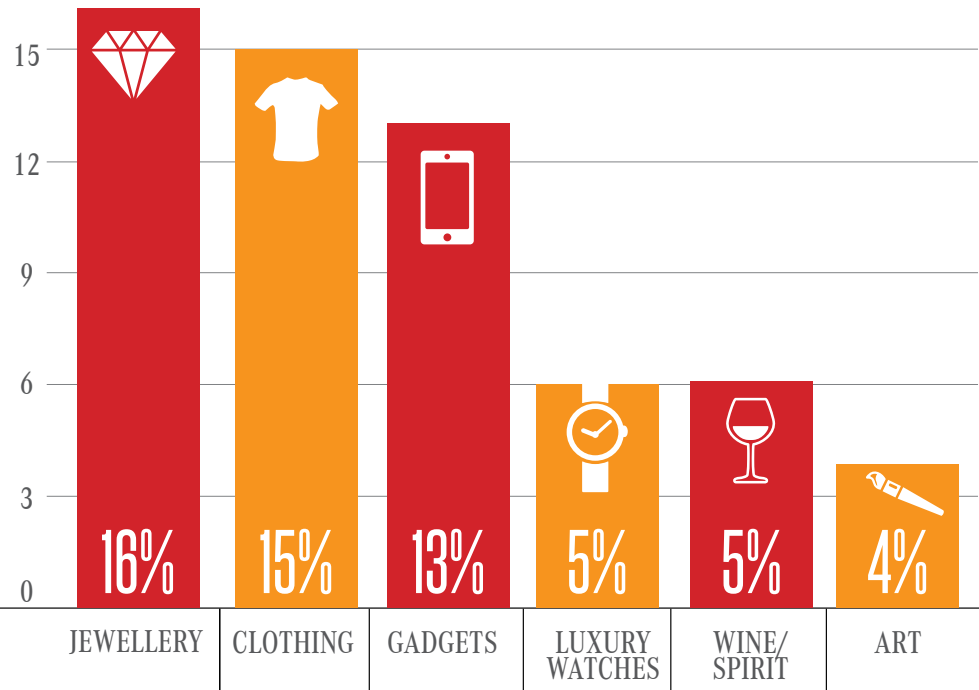


# WHAT DOES AN AVERAGE INDIAN SPEND ON?

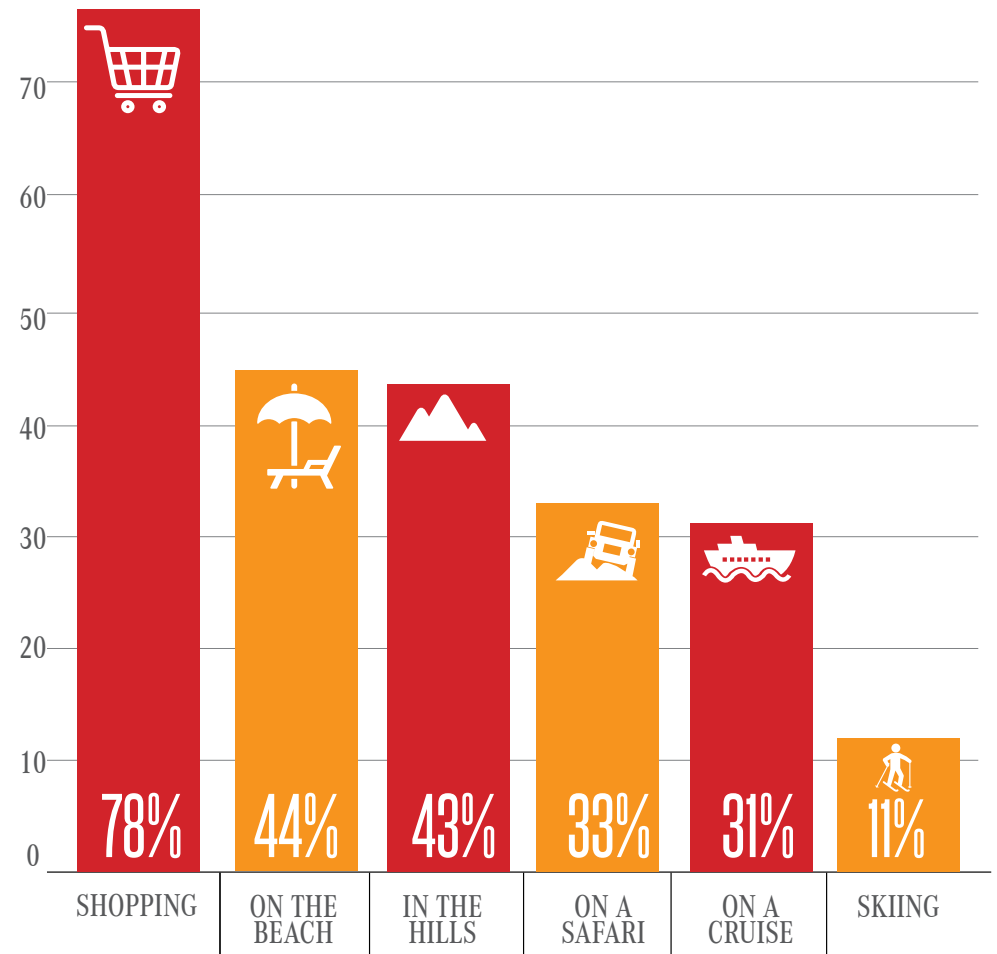


# THE BUSINESS CLASS WALLET

## WHAT THEY BUY



## HOW THEY HOLIDAY





# SHUBH YATRA

Air India's exclusive monthly bi-lingual  
(Hindi & English) in-flight magazine



CIRCULATION  
**2,25,000**

READERSHIP  
**25**  
MILLION  
ANNUALLY

INDIA'S ONLY  
**BI-LINGUAL**  
IN-FLIGHT MAGAZINE

## AWARDS

ASSOCIATION OF BUSINESS  
COMMUNICATORS OF  
INDIA - (ABCI) AWARDS FOR  
SHUBH YATRA MAGAZINE

YEAR: 2012 , CATEGORY:  
Language feature-Hindi **Bronze**

YEAR: 2013, CATEGORY: External  
magazine **Silver**

YEAR: 2013, CATEGORY:  
Magazine design **Silver**

YEAR: 2013, CATEGORY: Bilingual  
publication **Silver**

YEAR: 2013 , CATEGORY: Photo  
feature **Bronze**

YEAR: 2014 CATEGORY: Best Bi-  
lingual Publication **GOLD**

YEAR: 2015, CATEGORY:  
Photo Feature **BRONZE**



# Editorial mission

*Shubh Yatra* is created for the jet-setting, affluent and informed flyer. Created by an award-winning editorial team, the magazine is divided between in-depth travel articles, crisp guides for the business traveller and luxury lifestyle trends. The monthly magazine covers **fashion, automobiles, watches, technology, restaurants/bars, film, business icons, sports and culture**. Beautifully designed, *Shubh Yatra* strikes the perfect balance between Indian heritage and global living.



A short take on  
the new Rolls  
Royce Wraith

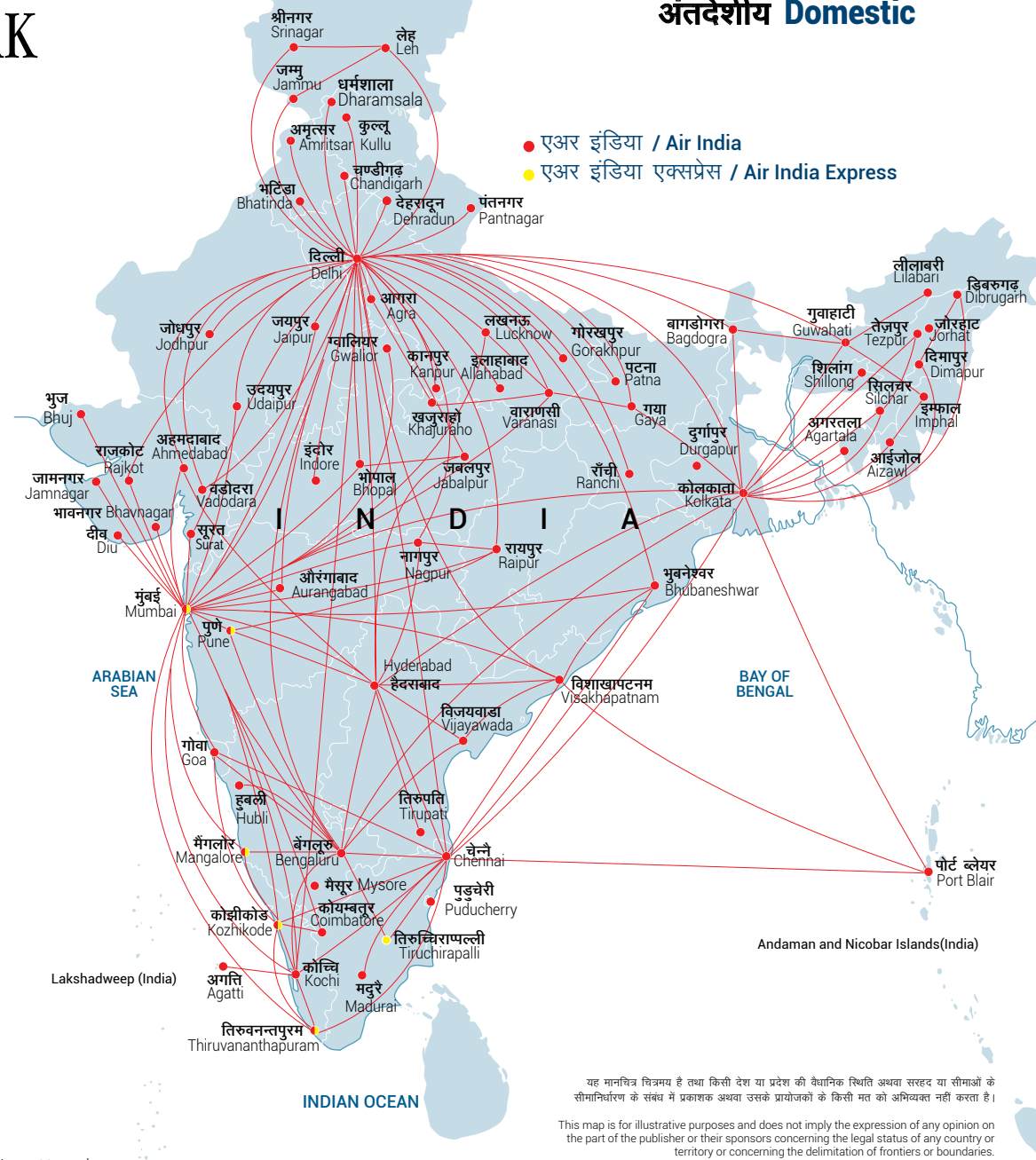
Article on travelling  
in India during the  
monsoon season



# AIR INDIA NETWORK DOMESTIC

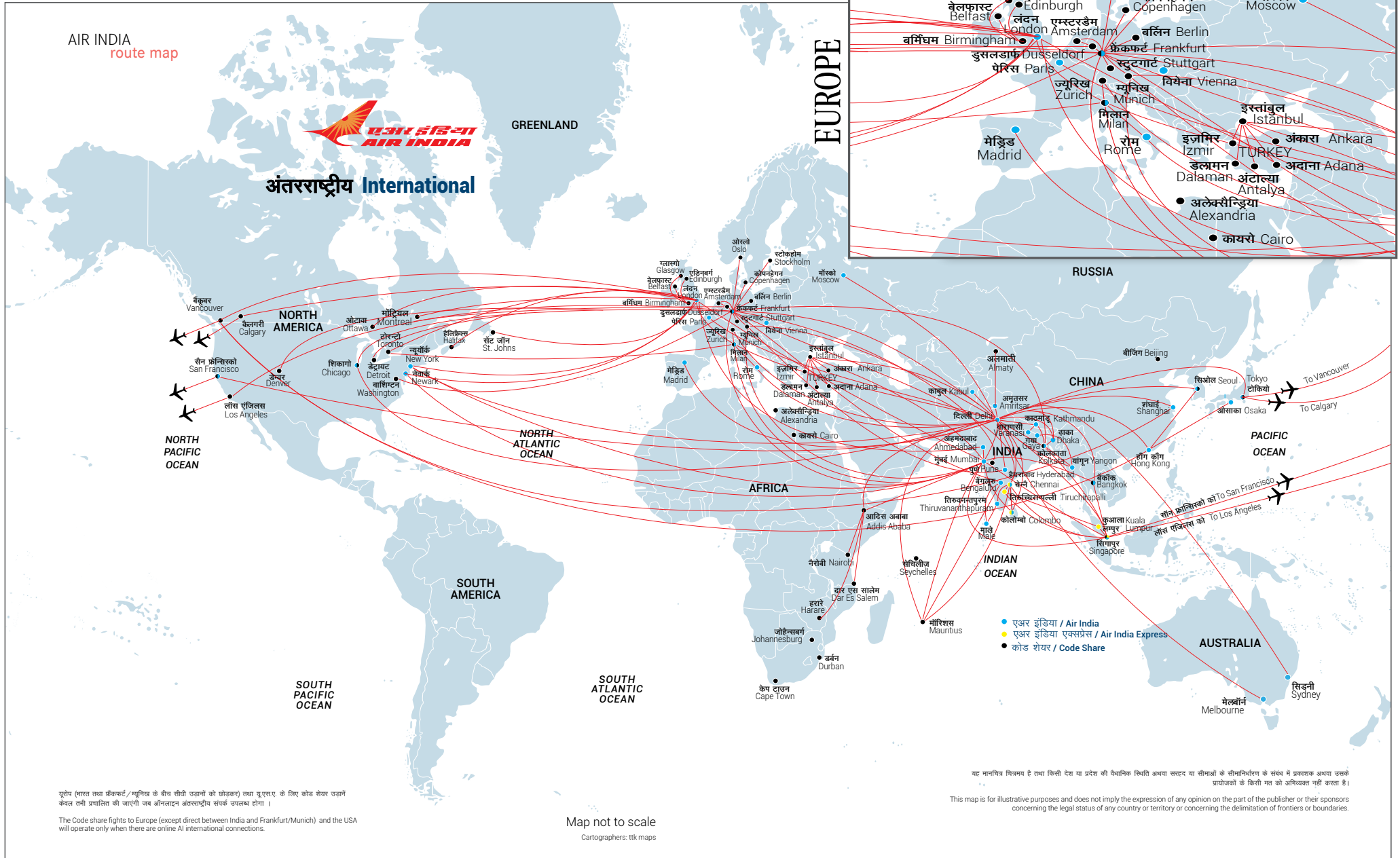


अंतर्देशीय Domestic

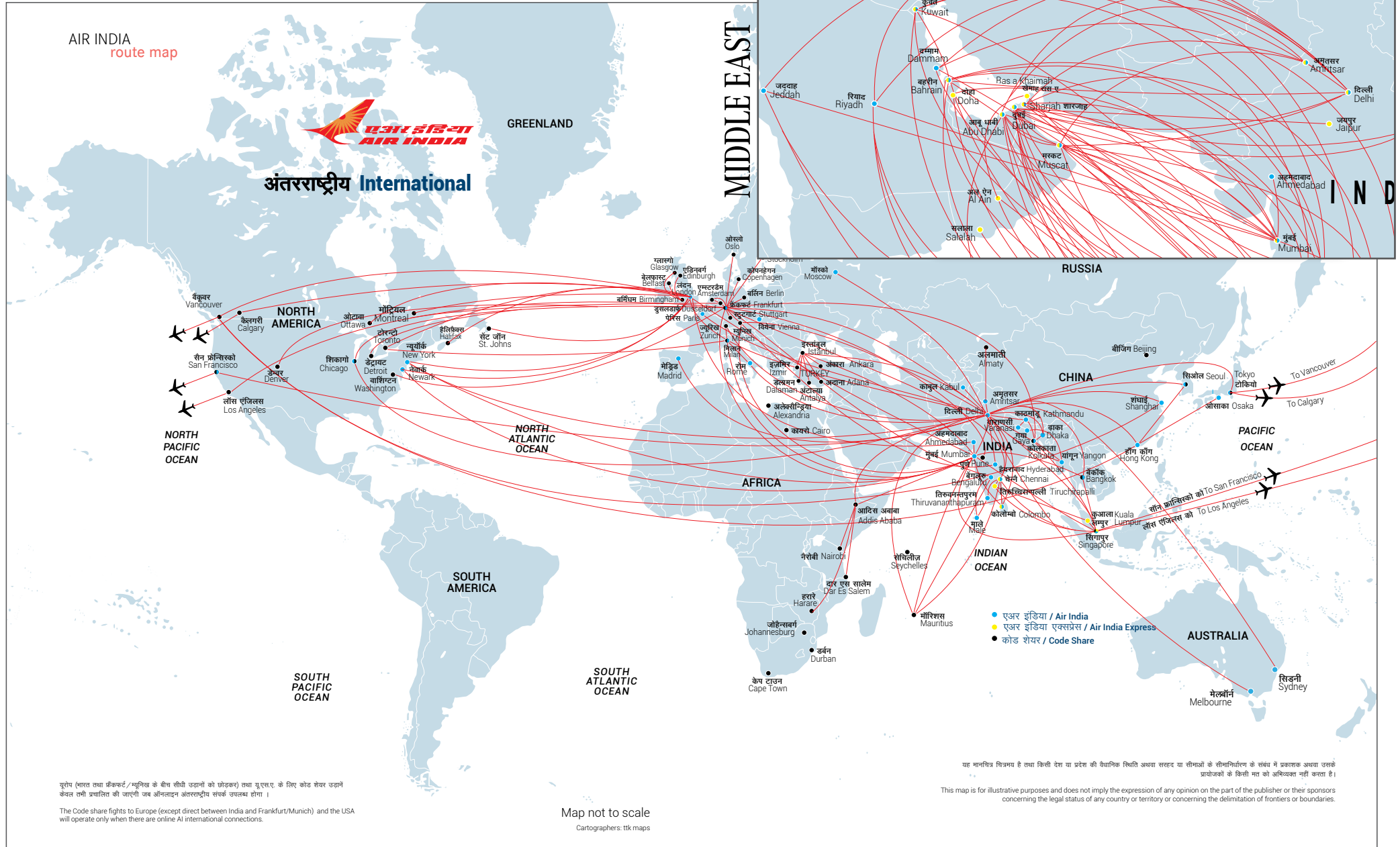




# AIR INDIA NETWORK INTERNATIONAL

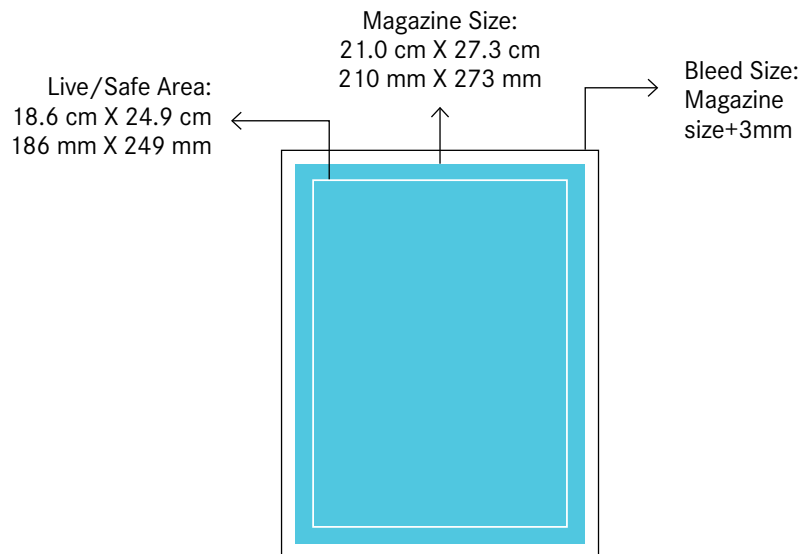


# AIR INDIA NETWORK INTERNATIONAL



## TECH SPECS

Magazine Size (inch):	21 cm x 27.3 cm	210 mm x 273 mm
Live/Safe Area (inch):	18.6 cm x 24.9 cm	186 mm x 249 mm
Bleed size:	Magazine size +3mm	



**PAGE BLEEDS:** 3 mm on all sides for a total document size of 210 mm wide x 273 mm high. Ads submitted without sufficient bleed area will be reduced to fit live area size.

**LIVE/SAFE AREA:** 12 mm inside of trim size on all sides of a bleed ad. A full page bleed ad has a live area measuring 186 mm wide x 249 mm high. Please do not place logos, legal disclaimers or other critical information outside live area. Additionally, for spread bleed ads, allow 5 mm on each side of the gutter for binding. Clearly mark all ad materials with proper cropping instructions to avoid misinterpretation.

### Bleed Ad Dimensions

	W x H (cm)	W x H (mm)
FULL PAGE	21 x 27.3	210 x 273
DOUBLE SPREAD	42 x 27.3	420 x 273

### Non-Bleed Ad Dimensions

	W x H (cm)	W x H (mm)
FULL PAGE	19.5 x 25.9	195 x 259
DOUBLE SPREAD	40.5 x 25.9	405 x 259

\* please allow a gutter space of 15 mm in double spread ads

Issue	Deadline
January	20 <sup>th</sup> Dec
February	20 <sup>th</sup> Jan

...and similarly for all successive months

GSM	Cover 220	Inside Pages 70
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Periodicity	Monthly
Distribution	Every seat pocket & all Air India lounges
Readership	Over 25 million annually
Total Print Run	2,25,000



# RATE CARD

## Rate Card

USD (\$)

INSERTS	1	2-5	6-8	9-12
FULL PAGE COLOR (FPC)	25,200	22,900	19,700	16,400
DOUBLE SPREAD (DPS)	49,100	45,800	40,300	36,100
FIRST 30% OF THE MAGAZINE (FPC)	30,800	28,000	24,100	20,000
FIRST 30% OF THE MAGAZINE (DPS)	46,600	43,500	38,200	34,300
INSIDE FRONT/ BACK COVER	42,600	40,300	37,100	32,700
OPENING SPREAD	71,000	66,500	60,000	54,600
OUTSIDE BACK COVER (OBC)	61,000	56,600	52,500	45,700
½ PAGE	16,400	9,900	9,000	8,300
ONE THIRD PAGE	12,900	7,700	7,200	6,500

## Rate Card

INR (₹)

INSERTS	1	2-5	6-8	9-12
FULL PAGE COLOR (FPC)	16,80,500	15,24,600	13,16,700	10,91,500
DOUBLE SPREAD (DPS)	32,74,400	30,49,200	26,85,400	24,08,200
FIRST 30% OF THE MAGAZINE (FPC)	20,52,700	18,62,200	16,08,300	13,33,200
FIRST 30% OF THE MAGAZINE (DPS)	31,09,500	28,95,600	25,50,200	22,87,000
INSIDE FRONT/ BACK COVER	28,41,300	26,85,400	24,77,500	21,83,000
OPENING SPREAD	47,29,700	44,35,200	40,02,000	36,38,200
OUTSIDE BACK COVER (OBC)	40,71,400	37,76,900	34,99,600	30,49,200
½ PAGE	10,91,500	6,58,300	6,06,400	5,54,400
ONE-THIRD PAGE	8,57,600	5,17,300	4,76,400	4,35,600



# BRANDING ON-BOARD

Inventory**	Minimum Quantity/Booking	Lead time	Rate in INR/Month*	Rate in USD/Month*	Specifications
Boarding Pass	25,00,000	45 Days	4.5/Boarding Pass	0.067/Boarding Pass	On Request
Baggage Tags	25,00,000	45 Days	2.1/Boarding Pass	0.031/Baggage Tag	On Request
In-flight Entertainment	2 Months	21 Days	35,00,000	53600	30 second AVOD

Note: IFE only available on International flights

\* Above prices are exclusive of service taxes. Applicable service tax shall apply.

\* Above prices are net i.e. net of any agency commission.



NOTE: Other collaterals for branding can also be discussed



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Website: <https://www.nknmedia.in>

**DUBAI**

**SINGAPORE**

**MALAYSIA**

**COLOMBO**

**INDIA**