



spice **ROUTE**

THE INFLIGHT MAGAZINE

MEDIA KIT 2020





||| SPICEJET'S SOARING SUCCESS |||

"FOR THE 50TH MONTH IN A ROW SPICEJET

HAS FLOWN WITH THE HIGHEST LOADS IN INDIA. IN MAY, **OUR PLF STOOD AT 93.9%**. THIS IS A FEAT UNPARALLELED IN GLOBAL AVIATION INDUSTRY AND A HUGE MILESTONE FOR SPICEJET. THIS RECORD FIRMLY ESTABLISHES SPICEJET'S STANDING AS THE COUNTRY'S MOST PREFERRED AIRLINE."

INTRODUCING SPICEBIZ: THE SALIENT FEATURES

- SPICEJET HAS A DEDICATED CABIN CREW FOR BUSINESS CLASS PASSENGERS.
- THEY WILL ALSO HAVE A WIDE VARIETY OF GOURMET MEALS TO CHOOSE FROM.
- THERE WILL BE DEDICATED AIRPORT COACHES FOR PASSENGERS USING THE SPICEBIZ FACILITY.
- SPICEJET WILL SOON OFFER SPICEBIZ ON SELECT INTERNATIONAL ROUTES.

SPICEJET WON
THE MOST OUTSTANDING **GLOBAL
AVIATION TURNAROUND AWARD**
AT THE IIIRD TRAVEL & HOSPITALITY
AWARDS



SPICEJET SIGNS CODESHARE
AGREEMENT WITH EMIRATES
TO GAIN LARGER GLOBAL
FOOTPRINT



94%

PASSENGER LOAD FACTOR FOR 50
SUCCESSIVE MONTHS, A FIRST IN
INDIAN AVIATION HISTORY.



THE **EDITOR'S
CHOICE AWARD**
FOR **BEST DOMESTIC LOW
COST AIRLINE** AT THE
TIMES TRAVEL AWARDS

SPICEJET MARKET
SHARE AS PER DGCA

15% MARKET SHARE TO
INCREASE BY 5%
FROM JUNE 2019
ONWARDS

575

DAILY FLIGHTS TO 62
DESTINATIONS WHICH
INCLUDE 53 DOMESTIC AND
9 INTERNATIONAL.





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||| ADVANTAGE SPICE ROUTE |||

More than
1.8 million
passengers
board SpiceJet
flights every
month

67%
MALE
PASSENGERS

205
Boeing 737
+
50 Bombardier
planes to be
added within
2 Years

SpiceJet has
a fleet of
100
aircraft



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||| **SPICEJET INTRODUCES BUSINESS CLASS** |||

Your space in the sky.

SpiceJet's business class is here.

Spice Biz

With a dedicated 2X2 cabin, gourmet meals & beverages, lounge access and priority services, SpiceJet's new business class is tailor-made to enhance your travel experience. That too, at a price tag that will add to your delight.





SpiceJet
Red. Hot. Spicy.



Best-in-class
Fares



Dedicated
2x2 Cabin



Gourmet Meals
and Beverages



Priority Check-in
and Boarding



Lounge
Access



Enhanced Baggage
Allowance



||| THE SPICEJET STORY |||

||| SpiceJet is India's **most preferred airline** that has made flying more affordable for more Indians than ever before. SpiceJet operates 575 daily flights and carries nearly 1.8 million passengers to 62 destinations, including 53 domestic and 9 international ones.

||| SpiceJet has a share of **15% of the Indian aviation passenger market**. The super efficiency of its services can be gauged by the fact that the flight cancellations rate for the carrier during April 2019 was just 0.75%.

||| SpiceJet connects its network with a fleet of **4 Boeing 737-700***, **43 Boeing 737-800**, **5 Boeing 737-900**, **13 Boeing 737-Max 8** and **30 Bombardier Q-400s**. The majority of SpiceJet's fleet offers SpiceMAX, the most spacious economy class seating in India and perhaps the world, as an additional fee option.

||| SpiceJet has crafted an amazing and miraculous turnaround in its operations during the last 2 years.

Not only has it become profitable, but also continues to lead the Passenger Load Factor (PLF) charts among all Indian carriers by clocking over **94% PLF for 50 successive months**. This is also the airline's highest ever PLF.

||| The On-time Performance (OTP) of the airline during **April 2019 stood at 93.7%**. OTP has been computed for its operations across the four metro airports of Bengaluru, Delhi, Hyderabad and Mumbai.

||| SpiceJet's mission is to become India's **preferred airline**, delivering the lowest air fares with the highest consumer value, to price sensitive consumers. It hopes to fulfil everyone's dream of flying. With India's economic and business growth, the percentage of the traveling population is burgeoning. More and more Indians are traveling for both business and pleasure and everyone needs to save both time and money. SpiceJet's vision is to address that and ensure that flying is for everyone.



15%
MARKET SHARE

12%
INCREASE YEAR ON YEAR

93.7%
ON TIME PERFORMANCE

94%
LOAD FACTOR FOR
50 CONSECUTIVE MONTHS
SINCE APRIL 2017



||| NOTE FROM THE PUBLISHER |||

Spice Route, the inflight magazine of SpiceJet, is now in its 14th year of publication. One of the most widely circulated in-flight magazines in the country, it is read by over 1.18 million passengers every month. It is appreciated for its lively content covering a wide variety of subjects like travel, lifestyle, fashion, food, films, money, investments, culture and spirituality.

The magazine is a world class product in its look and feel, in terms of its content, design, photography and production. Spice Route provides advertisers a unique opportunity to reach out to a vast swathe of India's well-heeled air travellers at a reasonable cost. With your help and support we now hope to take Spice Route magazine to greater heights.

Spice Route is published by **MW.Com India Pvt Ltd**, a leading magazine publisher based out of Mumbai. Founded in 1999, we have over the years built up a strong reputation for the quality of our publications. The magazines in our stable include MW (Man's World), India's first and leading men's luxury lifestyle magazine, and Rolling Stone India, the local edition of the world's largest music magazine.

We also have a wealth of experience in custom publishing, having created and brought out magazines for companies and organizations like Mahindra Holidays, Kuoni Travels, Future Group, Airtel, National Centre for the Performing Arts, Deccan Aviation, etc.

We have also been active in the area of inflight magazines for many years. We created and successfully ran the inflight magazine of India's pioneering budget carrier Air Deccan for five years before the airline was taken over by Kingfisher. We were also the publishers of Go-getter, the inflight magazine of GoAir, for over five years.

Spenta Multimedia Pvt. Ltd. is India's largest custom publisher with a fully integrated infrastructure, including a state-of-the-art printing press. Spenta publishes magazines for Go-Air, Jet Airways, Gem & Jewellery Export Promotion Council, All India Management Association, Clothing Manufacturers Association of India, the Institute of Cost Accountants of India, Shoppers Stop, HDFC Bank TCS and many more. Its own stable of magazines includes Domus, Marwar, Hair, The Smart Manager and Adorn. Spenta publishes coffee-table books, offers content generation and design services to corporates globally. Spenta Digital Media Pvt. Ltd. is a full fledged digital agency with a diversified range of clientele.

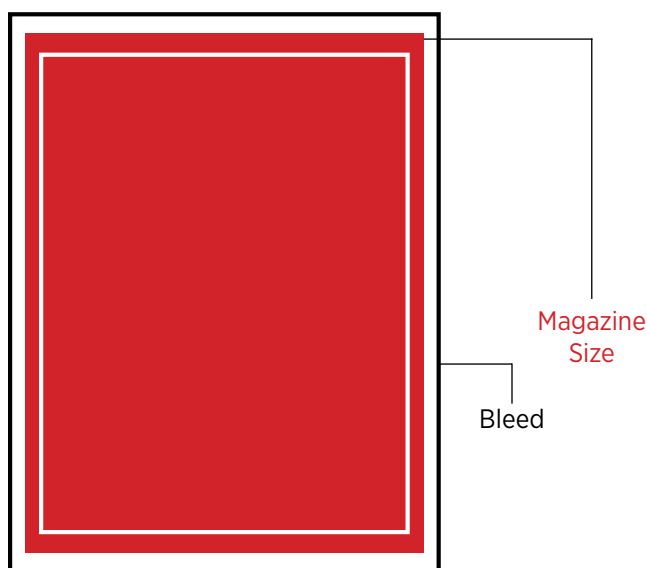


{ We Offer More Than **Solutions**; We Create **Relationships!** }

With a portfolio of over 35 custom magazines, 7 consumer titles, 3 event properties, a state-of-the-art printing press, more than 80 clients for web-based publishing solutions and a growing list of clients for content services and book publishing, **Spenta Multimedia Pvt Ltd** has an average monthly readership of over 5.5 million across the genres of travel, retail, lifestyle, beauty, pharma, finance and management.



||| OUR MAGAZINE RATE CARD |||



PERIODICITY: MONTHLY

DISTRIBUTION: EVERY SEAT POCKET

READERSHIP: OVER 1.8 MILLION

TOTAL PRINT RUN: 2,25,000 COPIES

PAGE BLEEDS

- 3 mm on all sides for a total document size of 203 mm width x 260 mm length.

LIVE/SAFE AREA OR NON BLEEDS:

- 10 mm on all sides for a total document size of 203 mm width x 260 mm length.

- 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.

MAGAZINE DIMENSIONS/ BLEED AD WXH (CM)/(MM)

MAGAZINE SIZE:	20.3 x 26.0 / 203 x 260
Double Spread:	40.6 x 26.0 / 406 x 260
Thick Insert:	20.3 x 26.0 / 203 x 260
Reverse Gatefold:	39.3 x 26.0 / 393 x 260

MAGAZINE DIMENSIONS/ NON-BLEED AD WXH (CM)/(MM)

Full page:	18.3 x 24.0 / 183 x 240
Double Spread:	38.3 x 24.0 / 383 x 240
Half page (Vertical)	8.5 x 22.0 / 85 x 220
Half page (Horizontal)	16.0 x 11.0 / 160 x 110

PAGE RATE

INR

Full page:	7,50,000
Double page Spread:	15,00,000
Inside Front Cover:	10,00,000
Inside Back Cover:	10,00,000
Back Cover:	15,00,000

INNOVATIONS

Tab (Back to back printing)	12,50,000
Reverse Gatefold:	12,50,000

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

For INNOVATIONS AND NATIVE ADVERTISING
in **SpiceRoute** Magazine please contact
www.spiceroutemagazine.com





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575

DAILY FLIGHTS

53

DOMESTIC
DESTINATIONS

09

INTERNATIONAL
DESTINATIONS





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spice **ROUTE**



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DUBAI SINGAPORE MALAYSIA

COLOMBO INDIA



JEDDAH

SpiceJet's latest and eighth international destination is Jeddah, a leading travel destination worldwide. The airline operates daily non-stop flights on the Delhi-Jeddah sector Log on to www.spicejet.com for details







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||| THANK YOU |||

LOOKING FORWARD TO WELCOMING YOU ON BOARD

