

IndiGo™

HELLO SE



Rule the Sky with us

A NEW AGE , EXCLUSIVE INFLIGHT MAGAZINE FOR
INDIA'S LEADING AIRLINE



About the Airline

Indigo is India’s largest low-cost airline in terms of passengers carried and fleet size, with almost 50% domestic market share as of July 2019.

The only airline in India with more than a decade of profitable operations, Indigo offers its leisure and business travellers an on-time, courteous and hassle-free service and affordable flying experience consistently. Focussing on quality and detail, the leading airline of India extends seamless air connectivity within India and internationally. With a uniform fleet for each type of operation and high operational reliability, Indigo is India’s most preferred airline.

Achievements

AWARDED

**Best Low Cost Airline
in Central Asia/India**

by



(10th YEAR IN A ROW)

ONLY INDIAN AIRLINE

to bag

**‘The Best
Partnership
Airline with Dubai
Airport’**

**Best Low Cost
Airline Asia at the**



(3rd TIME IN A ROW)

AWARDED WITH THE

**Top Airline by Absolute
Passenger Growth (South Asia)**

at the

**Changi Airline
Awards 2019,**

IN SINGAPORE

Passenger Choice Award

for being the

**Best Low Cost
Carrier in Asia and
South Pacific**

at the

APEX Asia Awards

IndiGo™

Simplifying the business of flying

CONNECTING

78*

 CITIES

58 domestic and 20 international.

Providing
BEST CONNECTIVITY
between Metros and
Tier I cities and
**VERY AGGRESSIVE
EXPANSION**
plan for connecting
Tier II & Tier III cities

Average Passenger
LOAD FACTOR
85.1%*

Passengers travelled
Monthly

6.5

Million*

5,979,551

(Domestic)

582,988

(International)

*As on August 2019

49%*

DOMESTIC
MARKET SHARE

1500*

DAILY FLIGHTS

On-time
performance of
94.3%*

*As on July 2019

IndiGo™

has the steadiest
growth plans in terms of
increase in

FLEET and
DESTINATIONS

ONLY AIRLINE
in India with more
than a decade of
**PROFITABLE
OPERATIONS**



FLEET SIZE
238*

Aircraft,
20 new aircraft to
be added in 2019

IndiGo™

Global Standing

Top 20*

AIRLINE IN THE
WORLD BY

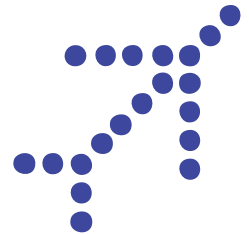
PASSENGER
COUNT



Top 15*

AIRLINE IN THE
WORLD BY

FLEET
SIZE



Best



LOW COST CARRIER
IN CENTRAL
ASIA

Top 10*

AIRLINE IN THE
WORLD BY

ON TIME
PERFORMANCE

Source: OAG Punctuality League 2019

Source: Skytrax World Airline Awards

Readership Comparison

Below data reflects how IndiGo's Inflight magazine's readership stands in comparison to total per issue readership (all editions) of leading National Dailies in India.



Times of India - 5.06 million

Deccan Chronicle - 4.86 million

Hindustan Times - 3.39 million

Economic Times - 1.23 million

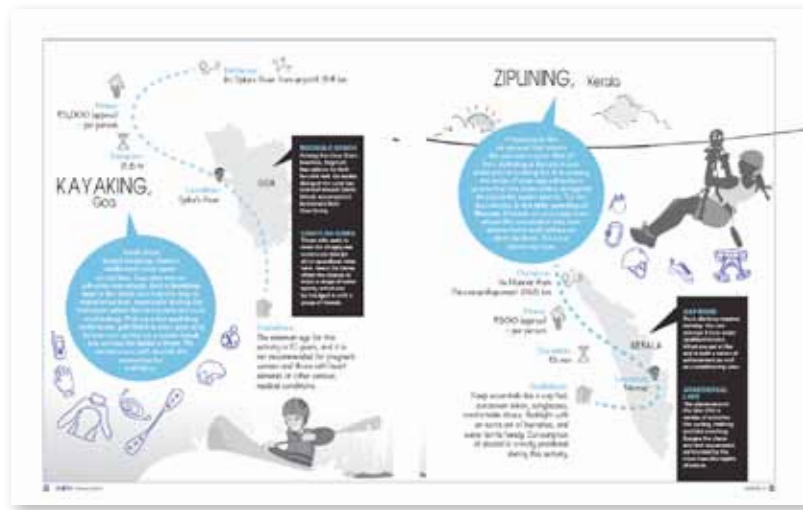
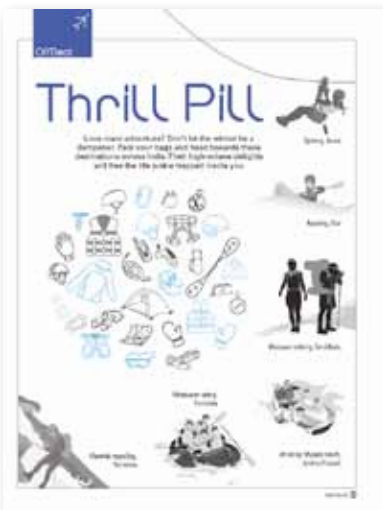
Per Issue combined Readership data as per IRS Q1 2019 by Media Research Users Council (MRUC).



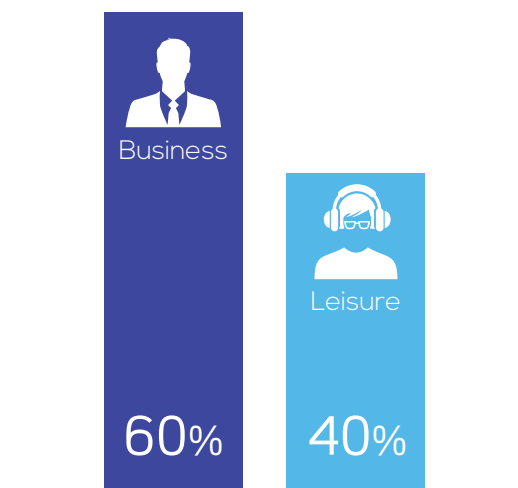
The Magazine

The inflight magazine of Indigo aims to set new trends through its quirky and effective design and engaging rich content for its travellers. The magazine will offer new and inspiring articles related to travel, lifestyle, wellness, sports and adventure, personalities, theatre and movies, art, culture & heritage and trending news in and around. The magazine's enriching content, specially curated to target an upwardly mobile global audience, will have a universal appeal and every issue will have one article in an international language. As a mouthpiece of the brand, the magazine will showcase the latest updates, menu & merchandise of the airline along with crew integrated content.

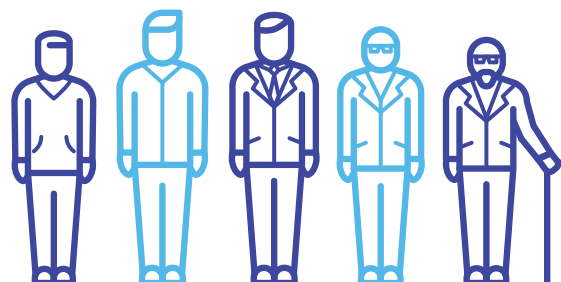
Inside pages



Passenger Demographics

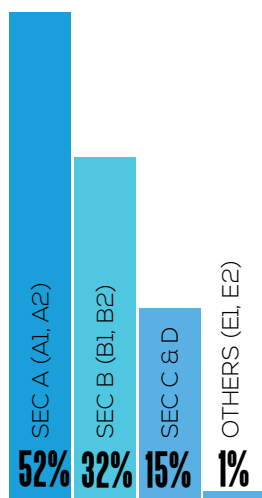


SEGMENT

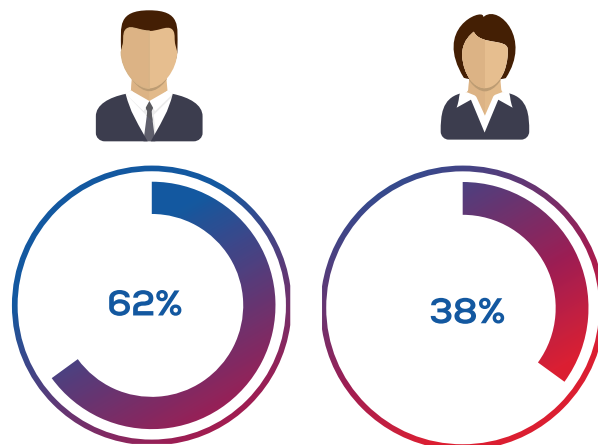


14 years - 75 years

AGE



INCOME



GENDER



From corporate travellers and foreign delegates to CXOs, Ministers and students

PROFESSION

Indigo Network

(Domestic)



Map not to scale

*As on August 2019

Indigo Network

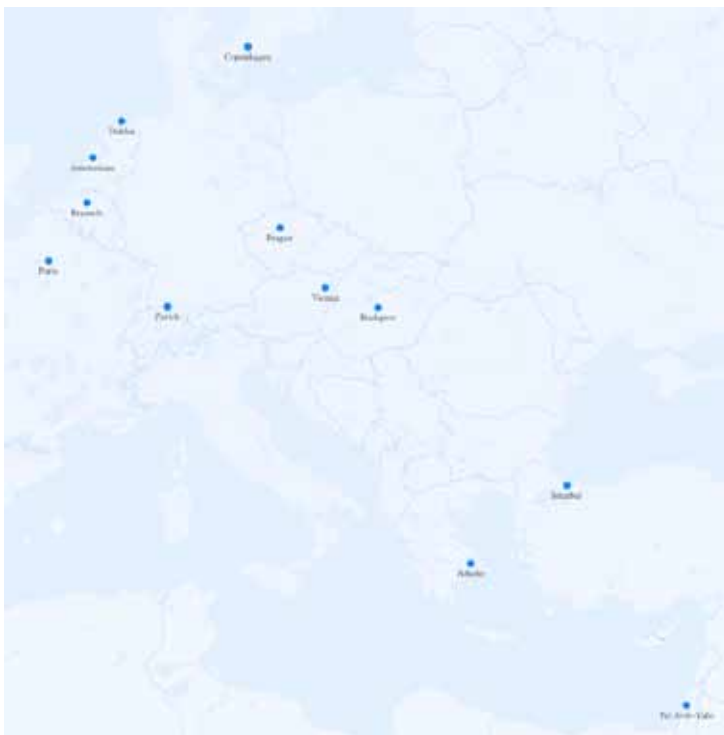
(International)

Middle East



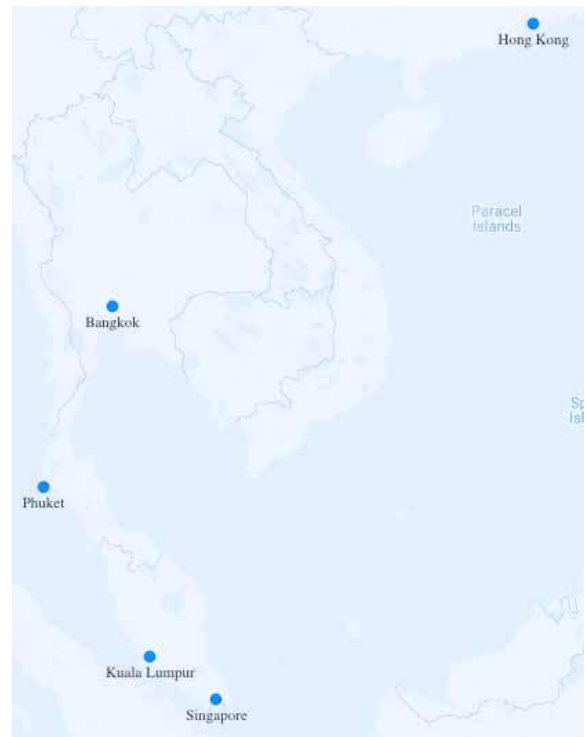
Adding
CHENGDU, CHINA
from **September 2019**
and
HANOI, VIETNAM
from **October 2019**

Codeshare



Map not to scale

South East Asia



*As on August 2019



Tech Specs & Rate Card

Indigo inflight magazine offers the advertisers a unique access to Indian masses, especially an upwardly mobile segment, in closed environment where there are no distractions and quality time is spent on reading it during the flight journey.



Magazine Size:
19.5 cm (w) X 25.4 cm (h)
195 mm (w) X 254 mm (h)

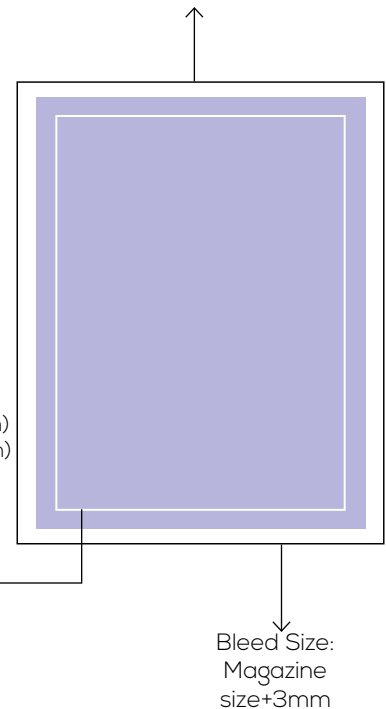
Magazine Dimensions / Bleed Ad

	W x H (cm)	W x H (mm)
Magazine Size:	19.5 x 25.4	195 x 254
Live/Safe Area(FPC):	17.5 x 23.4	175 x 234
Live/Safe Area(DSC):	37.0 x 23.4	370 x 234
Double Spread(DSC):	39.0 x 25.4	390 x 254

Non-Bleed Ad Dimensions

	W x H (cm)	W x H (mm)
Full page	17.5 x 23.4	175 x 234
Double Spread	37.0 x 23.4	370 x 234

Live/Safe Area:
17.5 cm (w) x 23.4 cm (h)
175 mm (w) x 234 mm (h)



Bleed Size:
Magazine size+3mm

Ad Creative Deadlines

Issue	Deadline
October	17 th Sept.
November	17 th Oct.
December	17 th Nov.
January	17 th Dec.

...and similarly for all successive months

Rate Card

	INR	USD\$ *
Full page colour (FPC)	10,00,000	\$14100
Double page Spread (DPS)	20,00,000	\$28250
Inside front cover	20,00,000	\$28250
Inside Back Cover	18,00,000	\$25400
Outside Back cover (OBC)	25,00,000	\$35300

* First 15% pages. 30% surcharge shall apply.

* Next 15% pages. 15% surcharge shall apply.

*Innovations: Price on Request

PAGE BLEEDS

- 3 mm on all sides for a total document size of 195 mm wide x 254 mm high. Ads submitted without sufficient bleed area will be reduced to fit live area size.

LIVE/SAFE AREA OR NON BLEEDS:

- 10 mm on all sides for a total document size of 195 mm wide x 254 mm high.
- 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 the live area.
- Clearly mark all ad materials with proper cropping instructions to avoid misinterpretation.
- The ad should be provided in the pdf and eps format only.

GSM	Cover 220	Inside Pages 70
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Periodicity: Monthly



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DUBAI SINGAPORE MALAYSIA COLOMBO INDIA