



vistara®

Come, fly the
new feeling

AN EXCLUSIVE **INFLIGHT MAGAZINE** FOR **VISTARA** ON TRAVEL, BUSINESS & LEISURE,
A TATA-SINGAPORE AIRLINES JOINT VENTURE

MEDIA KIT 2019-20

NKN
MEDIA

Redefining Air Travel Experience



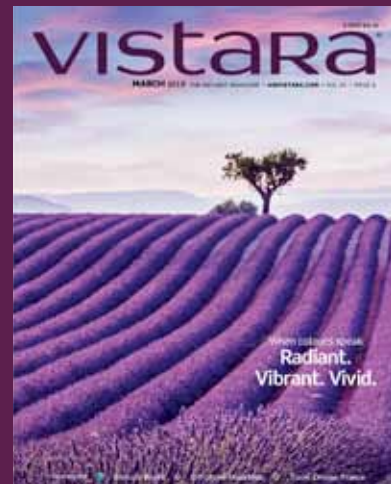
THE AIRLINE

Vistara, meaning 'limitless expanse', brings together the legendary hospitality of **Tata Group and Singapore Airlines**, combined with luxury and service excellence and creates the finest full-service airline for a memorable and personalised experience for its flyers.

This premium airline which redefined air travel experience in India, has added a new feather in its cap. **Come August 6, 2019, Vistara will be going international** starting with the bustling international business and commercial hub, **Singapore**.

The Magazine

The inflight magazine aims to be an ideal companion for air travellers providing rich content, in sync with the supreme flying experience that Vistara as a brand envisages. The contents of the magazine encapsulate business, travel, wellness, sports and adventure, personalities, management, theatre and movies, art and culture and heritage. It also talks about luxury living, new launches and brands apart from calendar of events, and news in and around. The magazine's world class content, specially curated to target an upwardly mobile global audience, has also been appreciated by international bodies.



Global Accolades



Vistara inflight magazine has won two awards at the prestigious **Galaxy Awards 2018** held in the US for Design Cover (**Gold**) and Copywriting (**Honors**).



Download the Vistara magazine app

CONNECTING

24
CITIES

Rapid Growth from

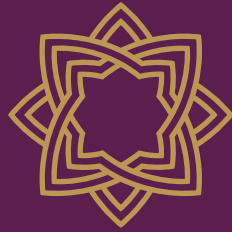
3 to 24
DESTINATIONS
in 4 Years

Only Airline in India
to have 3 segments

BUSINESS,
PREMIUM
ECONOMY
and
ECONOMY

over

170
DAILY FLIGHTS



One of India's
premium airlines,

vistara®

is a complete
experience of
excellence, leisure and
efficiency in customer
service

GOING
INTERNATIONAL

in August 2019

starting with

Singapore

WINNER OF

SKYTRAX

World Airline
Awards 2019

Average Passenger

LOAD FACTOR
85.1%

Exclusive

SIGNATURE
LOUNGE

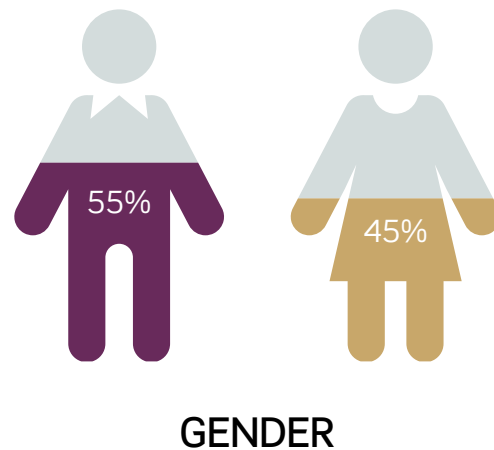
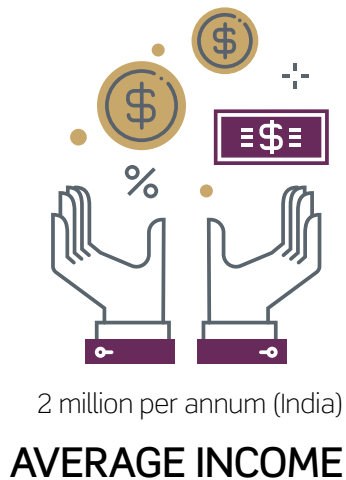
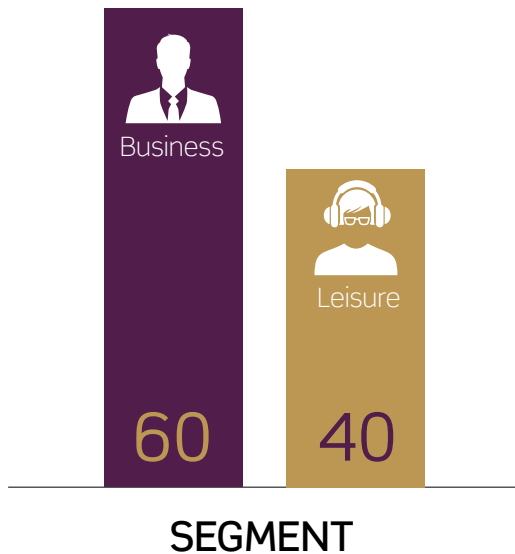
for Vistara's business
class and Club Vistara
Gold customers at New
Delhi's T3 terminal

Rapid international
expansion plans
expected in

2020



Passenger Demographics



From corporate travellers and foreign delegates to CXOs

PROFESSION

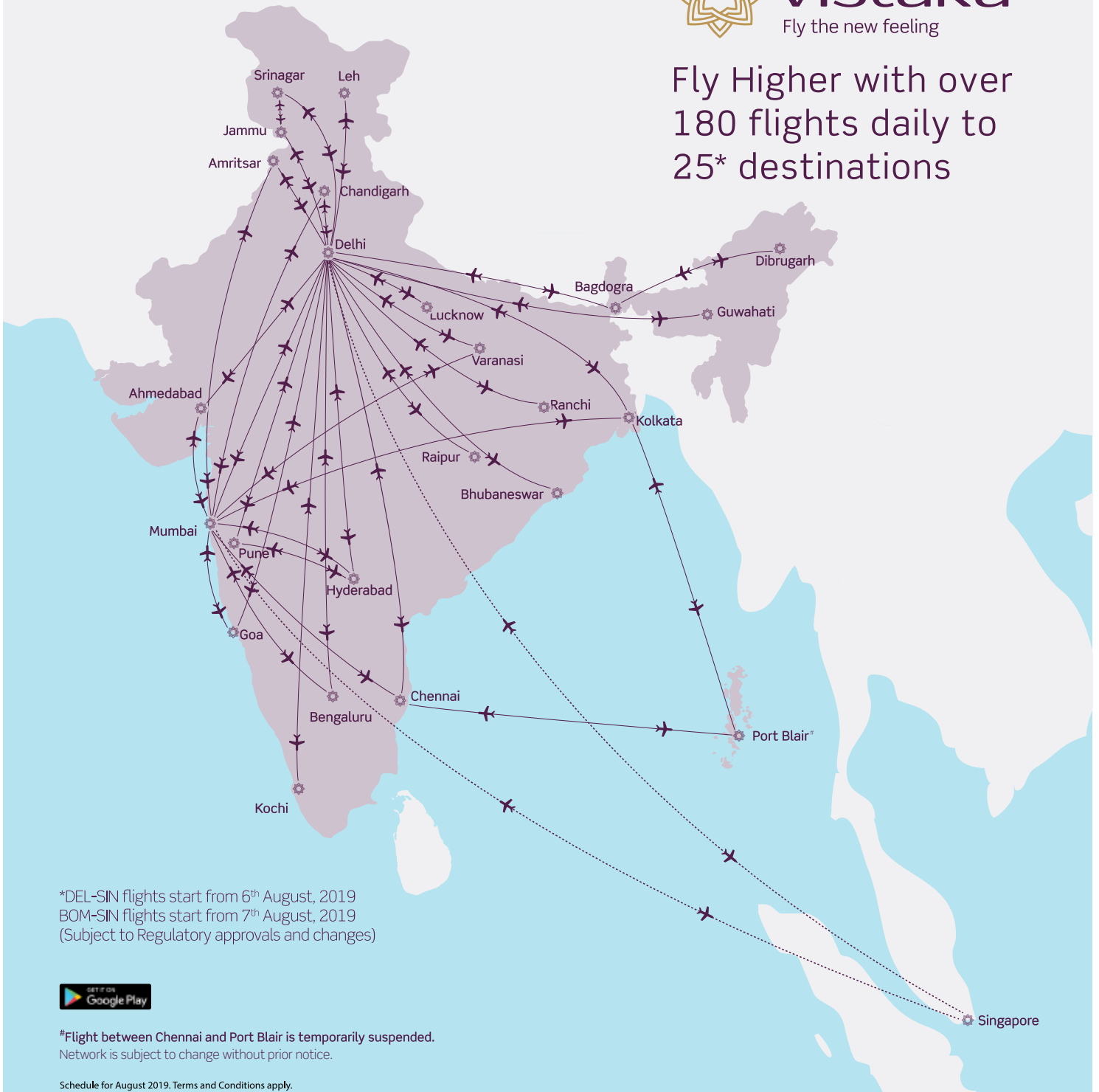
Vistara Network



vistara

Fly the new feeling

Fly Higher with over
180 flights daily to
25* destinations





vistara

Tech Specs & Rate Card

Vistara inflight magazine offers the advertisers a unique access to an extremely busy, active and hard to reach audience, where there are no distractions and quality time is spent on reading it during the flight journey.

Magazine Dimensions / Bleed Ad

	W x H (cm)	W x H (mm)
Magazine Size:	21 x 26	210 x 260
Live/Safe Area(FPC):	19 x 24	190 x 240
Live/Safe Area(DSC):	40 x 24	400 x 240
Double Spread(DSC):	42 x 26	420 x 260

Non-Bleed Ad Dimensions

	W x H (cm)	W x H (mm)
Full page	19 x 24	190 x 240
Double Spread	40.0 x 24	400 x 240

Ad Creative Deadlines

Issue	Deadline
January	20 th December
February	20 th January
March	20 th February
April	20 th March

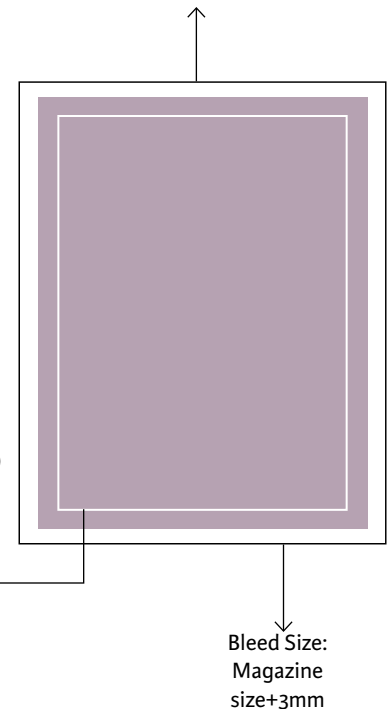
...and similarly for all successive months

Rate Card (in USD / AED per issue)

	INR	USD\$ *	AED *
Full page colour (FPC)	7,62,000	11,000	42,000
Double page Spread (DPS)	14,90,000	22,000	83,000
Opening Spread (IFCS)	20,00,000	30,000	11,000
First 30% Single (FPC)	9,40,000	14,000	50,000
First 30% Spread (DPS)	16,00,000	24,000	89,000
Inside front cover	14,90,000	22,000	83,000
Inside Back Cover	14,40,000	22,000	80,000
Outside Back cover (OBC)	20,33,000	30,000	1,13,000
Half Page (Vertical/Horizontal)	4,60,000	6,900	26,000

* Above rates may differ due to exchange rate fluctuations.

Magazine Size:
21 cm (w) X 26 cm (h)
210 mm (w) X 260 mm (h)



Live/Safe Area:
19 cm (w) x 24 cm (h)
190 mm (w) x 240 mm (h)

Bleed Size:
Magazine
size+3mm

PAGE BLEEDS

- 3 mm on all sides for a total document size of 210 mm wide x 260 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 210 mm wide x 260 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 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

Distribution: Every seat pocket and Vistara lounges at Delhi & Mumbai Airport



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DUBAI **SINGAPORE** **MALAYSIA** **COLOMBO** **INDIA**