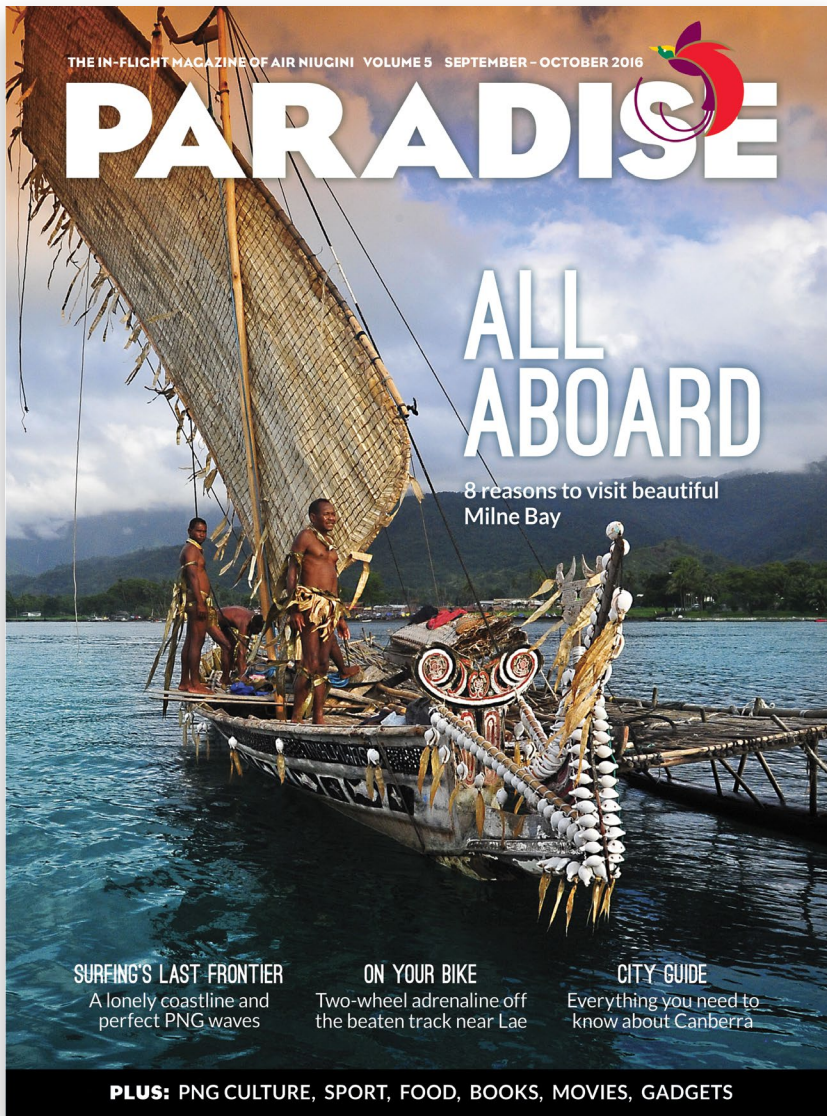


THE IN-FLIGHT MAGAZINE OF AIR NIUGINI



# PARADISE



## 2017 Advertising Rates

*Paradise* magazine has been transformed since Business Advantage International began publishing it in late 2014.

With a crisp, fresh layout and a wide range of engaging stories, it is now comparable with the best inflight magazines worldwide.

*Papua New Guinea's most-read magazine.*



# SCHEDULE & DEADLINES

<b>Edition</b>	<b>Booking deadline</b>	<b>Material deadline</b>	<b>In-seat date</b>
<b>January/ February 2017</b>	11 Nov 2016	18 Nov 2016	4 Jan 2017
<b>March/April 2017</b>	13 Jan	20 Jan	1 Mar
<b>May/June 2017</b>	10 Mar	17 Mar	1 May
<b>July/August 2017</b>	12 May	19 May	3 July
<b>September/October 2017</b>	14 July	21 July	1 Sept
<b>November/December 2017</b>	15 Sept	22 Sept	1 Nov

## SPECIAL FEATURES

<b>January/February</b> .....	Trekking and Adventure
<b>March/April</b> .....	South Pacific's top hotels
<b>May/June</b> .....	Made in PNG
<b>July/August</b> .....	Solomon Islands Business Guide
<b>September/October</b> .....	Far North Queensland

\*Advertising rates may vary & availability is limited.

# CIRCULATION

## **Paradise magazine has a print run of 20,000.**

- It is available in every seat of every international flight, and on selected domestic services.
- Copies are also distributed through channels such as Air Niugini's airport lounges, travel industry contacts and PNG diplomatic missions around the world.
- Paradise is also easy to access online via its own dedicated website at: [airniuginiparadise.com](http://airniuginiparadise.com).





# ADVERTISING RATES

(VALID JANUARY TO DECEMBER 2017)

## AD SPACE RATES (AUD\$) PER BI-MONTHLY ISSUE

	1 ISSUE	3 ISSUES	6 ISSUES
Double page spread	\$7500	\$6640	\$5775
Full page	\$4360	\$3860	\$3350
Half page	\$2660	\$2350	\$2050
Quarter page (hor. or vert.)	\$1630	\$1550	\$1260

## LOADINGS – FULL PAGE ONLY

- First quarter of the magazine, and guaranteed right hand page - 30% loading
- First half and guaranteed right hand page - 20% loading

## GENERAL LOADINGS

- Guaranteed right hand page - 10% loading

## ARTWORK PRODUCTION CHARGES

**Half/quarter page** \$350.00

**Full page** - \$500.00

This is a basic production service – high resolution photographs / logo plus required copy must be provided by client.

Please enquire regarding the creation of artworks and campaigns from scratch.

- 1 All advertising bookings are accepted only at the Publisher's discretion.
- 2 Bookings are not confirmed until a signed agreement is received from the advertiser.
- 3 The Publisher reserves the right to reject any booking or artwork it deems unsuitable. In particular we do not accept ads that are 'stacked' or combined i.e. you can only supply one advert for each ad space booked.
- 4 Cancellation is not permitted after the Booking Deadline.
- 5 The maximum advertising ratio in 2017 will remain 45%.
- 6 GST will be added when the billing address is in Australia.

**LIVING** **SPORT**



“ He is trying to go from having zero experience to gaining a lot of experience in a short amount of time.”  
— FRED CHAZOT

**WORLD CUP COUNTDOWN**  
Jeff Tamburl reports on preparations – and the hot teams – for the FIFA Women's Under-20 World Cup in Fort Lauderdale from November 13.

**W**omen's football is getting momentum worldwide, and the 2015 FIFA Women's World Cup in Brazil was the first time women's football was broadcast on television in the United States. The sport is growing rapidly, and the 2015 Women's World Cup was the first time it was broadcast on television in the United States. The sport is growing rapidly, and the 2015 Women's World Cup was the first time it was broadcast on television in the United States.

**LIVING** **SPORT**



She's the youngest player in the U.S. Women's Cup and she's the fastest player in the U.S. Women's Cup. She's the youngest player in the U.S. Women's Cup and she's the fastest player in the U.S. Women's Cup.

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**LIVING** **FIELD GEAR**

**FOR THE BIRDS**



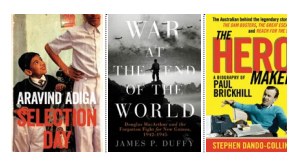
**The scope**  
This is a great scope for anyone who wants to see birds in their natural habitat. It's a great scope for anyone who wants to see birds in their natural habitat.

**The bag**  
This is a great bag for anyone who wants to carry their telescope. It's a great bag for anyone who wants to carry their telescope.

**The watch**  
This is a great watch for anyone who wants to see birds in their natural habitat. It's a great watch for anyone who wants to see birds in their natural habitat.

**The guide**  
This is a great guide for anyone who wants to see birds in their natural habitat. It's a great guide for anyone who wants to see birds in their natural habitat.

**LIVING** **BOOKS**



**Aravind Seldon**  
The story of Aravind Seldon is a story of a young boy who grows up in a world of poverty and hardship. It's a story of a young boy who grows up in a world of poverty and hardship.

**The Hero Maker**  
The story of The Hero Maker is a story of a young boy who grows up in a world of poverty and hardship. It's a story of a young boy who grows up in a world of poverty and hardship.



# ARTWORK SPECIFICATIONS

## MATERIAL REQUIREMENTS

- Image Resolution** ..... 300 dpi
- Colour Mode**..... CMYK
- Acceptable File Formats** ..... PDF, Tiff, EPS or High Quality Jpeg
- Minimum Linework Width** ..... 0.125mm
- Minimum Type Size** ..... 6 point
- Reverse Text Minimum Type Size** ..... 8 point
- Fonts** ..... All fonts must be embedded

## NO CROP MARKS

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Advertising Sizes	HEIGHT x WIDTH
Full page (full bleed)	285mm x 215mm (includes 10mm bleed)
Half page	120mm x 185mm (horizontal only)
Quarter page	120mm x 89mm (vertical)
Quarter page	58mm x 185mm (horizontal)

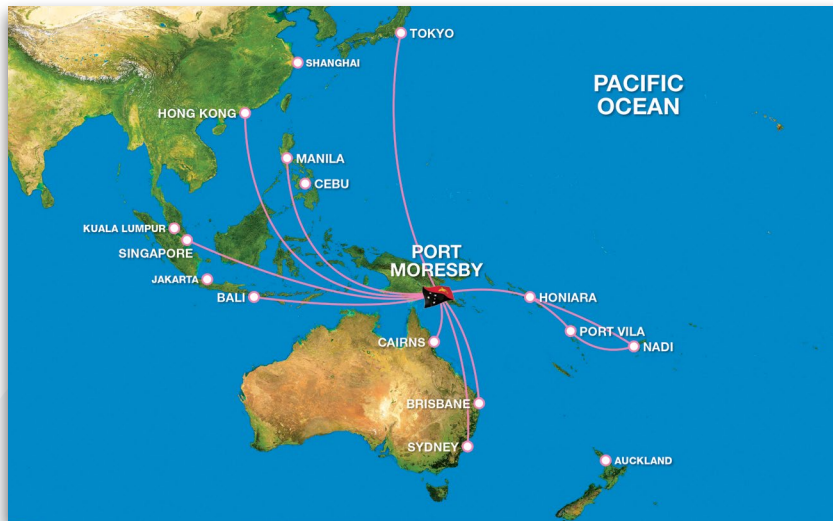
\*Bleed only for full page







# CONTACT



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