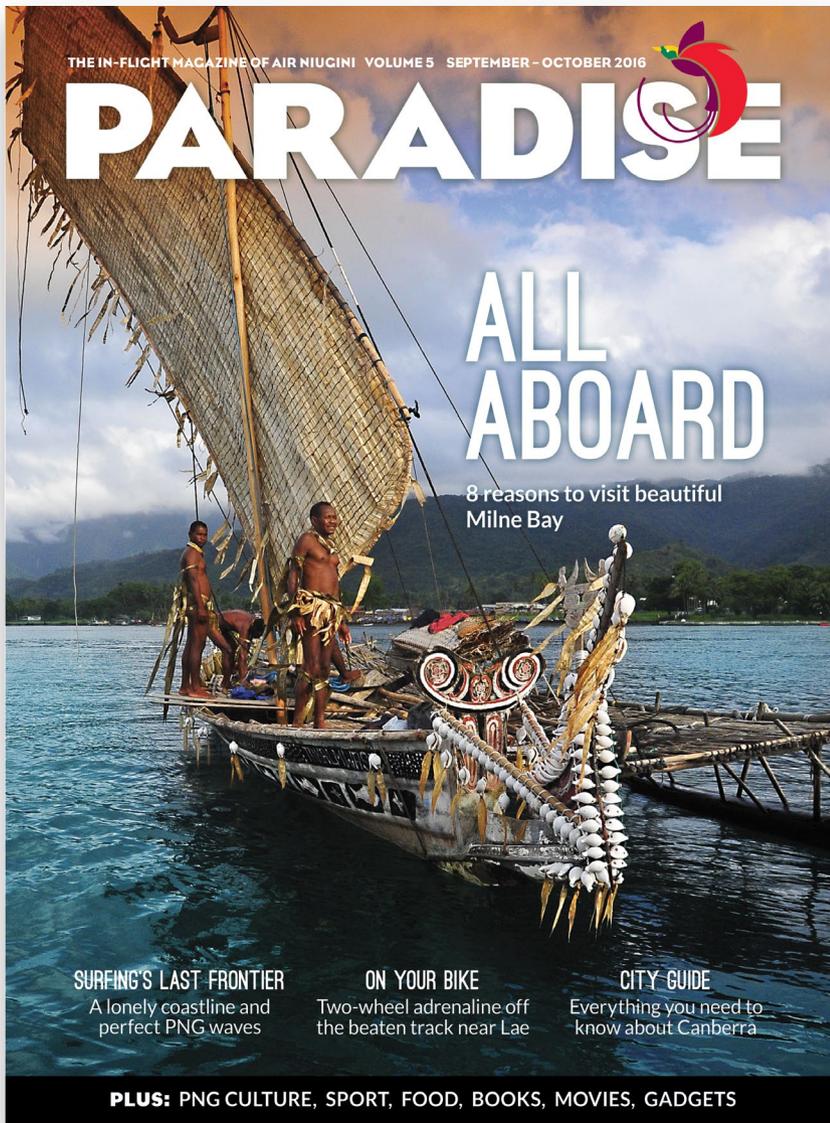


THE IN-FLIGHT MAGAZINE OF AIR NIUGINI



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

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

SPECIAL FEATURES

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





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 COLBERT

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.

Women's football is getting more attention than ever. Last year's U-20 World Cup in Brazil was the first time women's football was included in the Olympic program. And now, for the first time, women's football is included in the FIFA World Cup. The sport is growing rapidly, and the U.S. women's national team is one of the best in the world. In 2015, they won the FIFA Women's World Cup, their first major international trophy. They are currently ranked 1st in the world. The U.S. women's national team is one of the best in the world. In 2015, they won the FIFA Women's World Cup, their first major international trophy. They are currently ranked 1st in the world.

LIVING **SPORT**



She's the youngest player in the U.S. Women's Cup and she's the fastest. At just 17, she's already making a name for herself. She's the youngest player in the U.S. Women's Cup and she's the fastest. At just 17, she's already making a name for herself.

THE HERO

Stephanie Dando-Collins

LIVING **FIELD GEAR**

FOR THE BIRDS



The scope

There's nothing like an action shot of a star player's brilliant play in a crucial moment in the game. And while there's nothing like an action shot of a star player's brilliant play in a crucial moment in the game.

The bag

Whether you're a casual fan or a serious collector, there's nothing like an action shot of a star player's brilliant play in a crucial moment in the game.

The watch

Whether you're a casual fan or a serious collector, there's nothing like an action shot of a star player's brilliant play in a crucial moment in the game.

The guide

Whether you're a casual fan or a serious collector, there's nothing like an action shot of a star player's brilliant play in a crucial moment in the game.

LIVING **BOOKS**



THE HERO MAKER

Stephanie Dando-Collins

THE BOY WHO SWAM THE WORLD

James P. Duffy



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

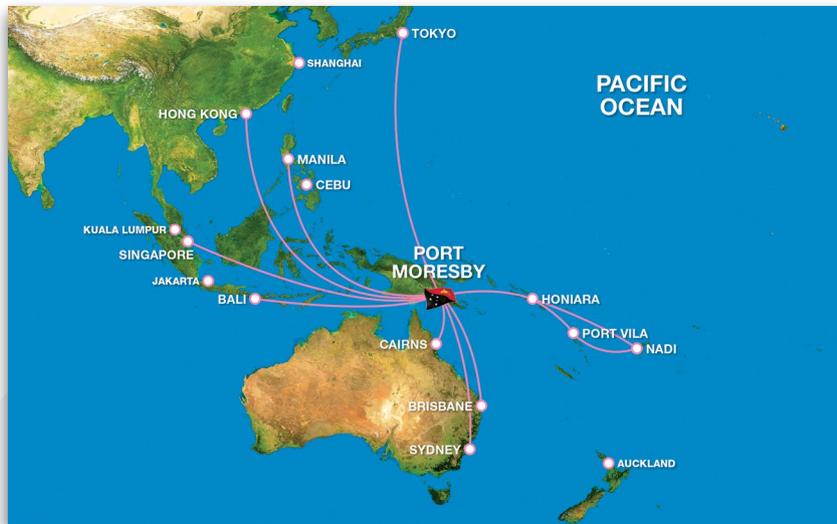
Advertising Sizes	HEIGHT x WIDTH
Full page (full bleed)	285mm x 215mm (includes 10mm bleed)
Half page	120mm x 185mm (horizontal only)
Quarter page	120mm x 89mm (vertical)
Quarter page	58mm x 185mm (horizontal)

*Bleed only for full page





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