

THE IN-FLIGHT MAGAZINE OF AIR NIUGINI



PARADISE



2016 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.

It's also Papua New Guinea's most read publication.



SCHEDULE & DEADLINES

Edition	Booking deadline	Material deadline	In-seat date
January/February 2016	13 Nov 2015	20 Nov 2015	5 Jan 2016
March/April 2016	15 Jan	22 Jan	1 Mar
May/June 2016	11 Mar	18 Mar	2 May
July/August 2016	13 May	20 May	1 July
September/October 2016	15 July	22 July	1 Sept
November/December 2016	16 Sept	23 Sept	1 Nov

Message from the Chairman

Welcome aboard



The board management and staff of Air Niugini are pleased to welcome you aboard on the new Boeing 787-9 Dreamliner. This aircraft is the most advanced and fuel-efficient aircraft in the world, offering you a more comfortable and enjoyable flying experience. We are committed to providing you with the highest quality service and ensuring your flight is as smooth as possible. We look forward to serving you on your next journey with Air Niugini.

AIRLINE NEWS THE LATEST FROM AIR NIUGINI

Four decades in the air

Air Niugini celebrates its 40th anniversary. From its humble beginnings as a small regional airline to becoming a full-service international carrier, Air Niugini has grown significantly over the past four decades. The airline has expanded its route network, introduced new aircraft, and enhanced its service offerings. Today, Air Niugini is proud to serve passengers from 18 international destinations and 10 domestic destinations. We continue to be committed to providing exceptional service and ensuring our passengers have a comfortable and enjoyable flying experience. We look forward to celebrating our 40th anniversary with our passengers and staff.

DEPARTURE LOUNGE NEWS, BRIEFINGS, LOCAL KNOWLEDGE

Q&A Jessica Mauboy

Paradise caught up with Australia's singing sensation ahead of her visit to the PNG Games in November.



Jessica Mauboy is a talented singer and performer who has gained international recognition. She will be performing at the PNG Games in November. We caught up with her to discuss her career, her upcoming performance, and her love for PNG. Jessica is excited to be part of the PNG Games and to share her music with the people of PNG. She is looking forward to meeting her fans and to performing at the games. We are excited to have her in PNG and to see her perform at the games.

DEPARTURE LOUNGE NEWS, BRIEFINGS, LOCAL KNOWLEDGE

PNG waves the flag in New York

Paradise caught up with the PNG flag in New York. The PNG flag is a symbol of national pride and identity. It was designed by a young PNG artist and has since become a source of inspiration for many PNGers. The flag is a representation of the diverse cultures and traditions of PNG. It is a source of pride and a symbol of unity. We are proud to have the PNG flag in New York and to see it being celebrated by the PNG community. We look forward to seeing the PNG flag in many more places around the world.

Message from the Chairman

Welcome aboard

The board management and staff of Air Niugini are pleased to welcome you aboard on the new Boeing 787-9 Dreamliner. This aircraft is the most advanced and fuel-efficient aircraft in the world, offering you a more comfortable and enjoyable flying experience. We are committed to providing you with the highest quality service and ensuring your flight is as smooth as possible. We look forward to serving you on your next journey with Air Niugini.

AIRLINE NEWS THE LATEST FROM AIR NIUGINI

Four decades in the air

Air Niugini celebrates its 40th anniversary. From its humble beginnings as a small regional airline to becoming a full-service international carrier, Air Niugini has grown significantly over the past four decades. The airline has expanded its route network, introduced new aircraft, and enhanced its service offerings. Today, Air Niugini is proud to serve passengers from 18 international destinations and 10 domestic destinations. We continue to be committed to providing exceptional service and ensuring our passengers have a comfortable and enjoyable flying experience. We look forward to celebrating our 40th anniversary with our passengers and staff.

DEPARTURE LOUNGE NEWS, BRIEFINGS, LOCAL KNOWLEDGE

Q&A Jessica Mauboy

Paradise caught up with Australia's singing sensation ahead of her visit to the PNG Games in November.



Jessica Mauboy is a talented singer and performer who has gained international recognition. She will be performing at the PNG Games in November. We caught up with her to discuss her career, her upcoming performance, and her love for PNG. Jessica is excited to be part of the PNG Games and to share her music with the people of PNG. She is looking forward to meeting her fans and to performing at the games. We are excited to have her in PNG and to see her perform at the games.

DEPARTURE LOUNGE NEWS, BRIEFINGS, LOCAL KNOWLEDGE

PNG waves the flag in New York

Paradise caught up with the PNG flag in New York. The PNG flag is a symbol of national pride and identity. It was designed by a young PNG artist and has since become a source of inspiration for many PNGers. The flag is a representation of the diverse cultures and traditions of PNG. It is a source of pride and a symbol of unity. We are proud to have the PNG flag in New York and to see it being celebrated by the PNG community. We look forward to seeing the PNG flag in many more places around the world.



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 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.

TRAVELLER
OUR COUNTRY, OUR REGION, OUR WORLD



A PLACE OF YOUR OWN

Ken Hoppen dips his toes in the water at a resort in the Conflict Islands where there are so few people that you feel like a castaway.

TRAVELLER OUR COUNTRY



HELP TO KNOW

Paradise magazine is a quarterly publication that provides a comprehensive guide to the Pacific region. It covers a wide range of topics, from travel and culture to business and education. The magazine is available in print and online.

TRAVELLER OUR COUNTRY



10 LAE ESSENTIALS

A resident from Horeben shares insider's guide to the city's industrial capital, revealing the city's must-do experiences and top attractions.

TRAVELLER OUR COUNTRY



TRAVELLER

Paradise magazine is a quarterly publication that provides a comprehensive guide to the Pacific region. It covers a wide range of topics, from travel and culture to business and education. The magazine is available in print and online.



ADVERTISING RATES

(VALID JANUARY TO DECEMBER 2016)

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.
- 4 Cancellation is not permitted after the Booking Deadline.
- 5 The maximum advertising ratio in 2016 will remain less than 45%.
- 6 GST will be added when the billing address is in Australia.

LIVING GADGETS

Gadgets and travel accessories

Sony WH-XZ1000 headphones
 If you're looking for the perfect music companion, these wireless headphones are a must. With a battery life of up to 30 hours, they're perfect for long trips. The large speakers deliver rich, clear sound, and the touch controls are intuitive. The large speakers deliver rich, clear sound, and the touch controls are intuitive.



Hedgehog bags
 These bags are perfect for carrying your gear. They're made from durable, water-resistant material and have multiple compartments. They're perfect for carrying your gear.

Back & Back bags
 These bags are perfect for carrying your gear. They're made from durable, water-resistant material and have multiple compartments. They're perfect for carrying your gear.

Scrubs washing
 These scrubs are perfect for washing your gear. They're made from durable, water-resistant material and have multiple compartments. They're perfect for washing your gear.

LIVING CRAFT

TIMELESS PIECES

John Brundell explores the tradition of PVC crafts, collected and made as proud objects of art.
 Many ancient pieces that were performed by the Pacific Islanders of the Pacific Islands are still alive today. They are a testament to the rich cultural heritage of the Pacific Islands.



Firewall
 This firewall is perfect for protecting your network. It's made from durable, water-resistant material and has multiple compartments. It's perfect for protecting your network.

Firewall
 This firewall is perfect for protecting your network. It's made from durable, water-resistant material and has multiple compartments. It's perfect for protecting your network.

Firewall
 This firewall is perfect for protecting your network. It's made from durable, water-resistant material and has multiple compartments. It's perfect for protecting your network.

LIVING LIFESTYLE, CULTURE, SPORT, ENTERTAINMENT

GAME TIME

Port Moresby is poised to host the Pacific Games, the region's biggest sporting event this year.
 The Pacific Games are the largest multi-sport event in the Pacific region. They are held every four years and feature athletes from across the Pacific Islands.



Game Time
 This game is perfect for entertaining your guests. It's made from durable, water-resistant material and has multiple compartments. It's perfect for entertaining your guests.

Game Time
 This game is perfect for entertaining your guests. It's made from durable, water-resistant material and has multiple compartments. It's perfect for entertaining your guests.

Game Time
 This game is perfect for entertaining your guests. It's made from durable, water-resistant material and has multiple compartments. It's perfect for entertaining your guests.

LIVING SPORT

SPORT

Port Moresby is poised to host the Pacific Games, the region's biggest sporting event this year.
 The Pacific Games are the largest multi-sport event in the Pacific region. They are held every four years and feature athletes from across the Pacific Islands.



Sport
 This sport is perfect for entertaining your guests. It's made from durable, water-resistant material and has multiple compartments. It's perfect for entertaining your guests.

Sport
 This sport is perfect for entertaining your guests. It's made from durable, water-resistant material and has multiple compartments. It's perfect for entertaining your guests.

Sport
 This sport is perfect for entertaining your guests. It's made from durable, water-resistant material and has multiple compartments. It's perfect for entertaining your guests.

ARTWORK SPECIFICATIONS

MATERIAL REQUIREMENTS

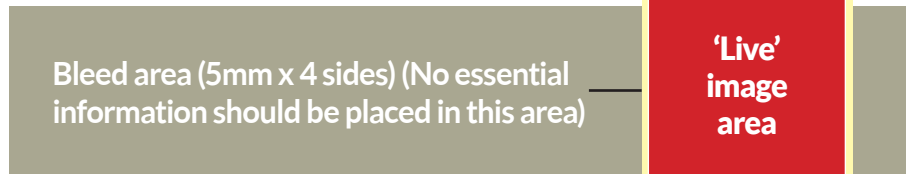
- Image Resolution** 300 dpi
- Colour Mode** CMYK
- Acceptable File Formats** PDF, Tiff, EPS or High Quality Jpeg
- Minimum Linework Width** 0.125mm
- Minimum Type Size** 6 point
- Reverse Text Minimum Type Size** 8 point
- Fonts** All fonts must be embedded
- NO CROP MARKS**

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





ABOUT BUSINESS ADVANTAGE INTERNATIONAL



Business Advantage International is a publishing and communications business founded in Melbourne in 2005.

Over the past decade, it has published a wide variety of publications throughout the Pacific Islands and the wider Asia-Pacific region.

Today, its main focus is Papua New Guinea, where it has produced PNG's most respected business publication (*Business Advantage Papua New Guinea*) for the past eight years.

It launched PNG's first online business magazine (businessadvantagepng.com) in early 2013, co-hosts the PNG Advantage international investment summit and undertakes custom publishing, marketing and corporate communications projects for some of PNG's leading firms.

STRICTLY BUSINESS

BANKING

BSP expands further into the Pacific

Recent acquisitions from Westpac have given the PNG-based Bank of South Pacific the platform to move into new countries, reports Kevin McCallum.

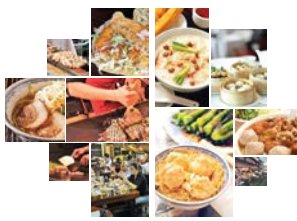
Bank of South Pacific (BSP) regional expansion has taken a significant step forward with the acquisition of several Westpac operations in the Pacific. The acquisition includes BSP's operations in Samoa, Cook Islands, Solomon Islands, Vanuatu and Tonga for BSP's wholly owned subsidiary, Bank of South Pacific (BSP) Finance Services (BSPFS).

Bank of South Pacific (BSP) regional expansion has taken a significant step forward with the acquisition of several Westpac operations in the Pacific. The acquisition includes BSP's operations in Samoa, Cook Islands, Solomon Islands, Vanuatu and Tonga for BSP's wholly owned subsidiary, Bank of South Pacific (BSP) Finance Services (BSPFS).



LIVING

FOOD



TOKYO
The Michelin star and award have been bestowed upon the restaurant for the second year in a row. The accolade is a testament to the chef's creativity and the restaurant's commitment to excellence.

HONG KONG
Hong Kong is a vibrant city with a rich history and a diverse culture. It is a city of contrasts, where modern skyscrapers stand alongside traditional architecture.

LIVING
LIFESTYLE, CULTURE, SPORT, ENTERTAINMENT

LET THE GAMES BEGIN

Two high-profile athletes will be inspiring hopelists at the national PNG Games, Bora Onogai reports.

The PNG Games are a major sporting event in Papua New Guinea. They are a celebration of the country's athletic talent and a showcase for the nation's progress.



STRICTLY BUSINESS

After the gold rush

Ian Neuhauer visits Bulolo, an old gold-mining town that has re-energised itself with a sustainable timber industry.



Bulolo is a town that has found a new purpose. After years of decline, it has emerged as a hub for sustainable timber production, attracting investment and creating jobs.



CONTACT

Anthony Leydin

Mobile **+61 (0)415 586 027**

al@businessadvantageinternational.com



Business Advantage International Pty Ltd

Level 23, HWT Tower

40 City Road, Southgate

VIC 3006,

Australia

Tel +61 3 9674 7129 Fax +61 3 9674 0400

www.businessadvantageinternational.com