



MEDIAKIT

2018

PARADISE
MAGAZINE

IN-FLIGHT MEDIA
PARADISE LOUNGE

 **Business Advantage**
INTERNATIONAL

EXCLUSIVE AGENT



OUR CUSTOMERS



Over 2 million people travel with Air Niugini each year to domestic and international destinations for business or pleasure. Papua New Guinea's growing economy, investment opportunities and its natural beauty have fuelled significant growth, with visitor numbers to PNG almost doubling in the past decade.

Our audience demographic is premium, with a high disposable income and full-time employment profile. They are more likely to read a magazine or watch

movies during air travel and are highly responsive to advertising messages.

Air Niugini offers highly targeted opportunities to reach customers through its in-flight media platforms and on the ground Paradise lounge promotions.

See pages 4–7 to find out more about engaging with our *Paradise* print/digital readership and in-flight entertainment audiences, and with Paradise Lounge members.

PARADISE

BI-MONTHLY ISSUES

20,000
PRINT RUN

80,000
ENGAGED READERS
EACH ISSUE

Paradise is distributed to all international and selected domestic seats, airport lounges, travel industry professionals and to PNG diplomatic missions worldwide.

IN-FLIGHT **MEDIA**

PARADISE MAGAZINE

Beautiful, rugged and with a rich history, Papua New Guinea is like no other place on earth. *Paradise* takes the reader on an unforgettable journey, bringing the PNG story to life.

Each issue of *Paradise* reflects the cultural and geographical diversity of PNG and its regional neighbours. Readers can choose their next holiday destination from around the world with our Traveller section. Our Living section looks at lifestyle, culture and sport, while Strictly Business offers the latest company and industry news, and reports on the PNG and international economy.



**DIGITAL
EDITION**

airniuginiparadise.com

PARADISE

ADVERTISING RATES

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.

Charges for a full artwork or campaign service are available on request.

SCHEDULE & DEADLINES

Issue	Booking deadline	Material deadline	In-seat date
January/February 2018	10 Nov 2017	17 Nov 2017	5 Jan
March/April 2018	11 Jan	17 Jan	1 Mar
May/June 2018	9 Mar	16 Mar	1 May
July/August 2018	11 May	18 May	1 July
September/October 2018	13 July	20 July	1 Sept
November/December 2018	14 Sept	21 Sept	1 Nov

SPECIAL FEATURES*

March/April	Fiji Travel Special
May/June	Made in PNG
July/August	Solomon Islands Business Guide
September/October	Far North Queensland
November/December	APEC 2018

*Advertising rates may vary & availability is limited.

See page 8 for terms and conditions

Brent Tate: My Townsville

When the introduction of Air magazine began in Townsville, Brent Tate was a young man with a big dream. He was a professional footballer, playing for the Townsville Blackhawks. He was a local hero, a man who had made a name for himself in the community. He was a man who had a lot to say about his town, his life, and his future. He was a man who was passionate about his town, his life, and his future. He was a man who was passionate about his town, his life, and his future.



20 Photos - Air Magazine in flight magazine

TRAVELLER

OUR COUNTRY, OUR REGION, OUR WORLD

Jungle jaunt

Robert Ure ventures into the remote heart of PNG, a trip that involves dugout canoes, rivers and jungle that goes forever.



22 Photos - Air Magazine in flight magazine

TRAVELLER

OUR COUNTRY, OUR REGION, OUR WORLD

Jungle jaunt



Robert Ure ventures into the remote heart of PNG, a trip that involves dugout canoes, rivers and jungle that goes forever. The journey is a challenging one, but it is also a rewarding one. It is a journey that takes you to the heart of the jungle, to the heart of the land, and to the heart of the people. It is a journey that is worth the effort, and it is a journey that is worth the wait.



28 Photos - Air Magazine in flight magazine

TRAVELLER

OUR COUNTRY, OUR REGION, OUR WORLD

NEW KIDS ON THE BLOCK

Sue Gough Henly provides the low-down on the latest hotel openings on Air Niugini routes.



NADI MARIOTT RESORT MORI BAY (P.28) is a new resort on the island of Viti Levu. It is a beautiful resort with a lot of amenities. It is a resort that is worth the visit, and it is a resort that is worth the wait. It is a resort that is worth the effort, and it is a resort that is worth the wait.

34 Photos - Air Magazine in flight magazine

TRAVELLER

OUR COUNTRY, OUR REGION, OUR WORLD



Fiona Harper reveals some of the attractions of this Far North Queensland town, from waterfalls to parks, and the 'in' bars and restaurants.



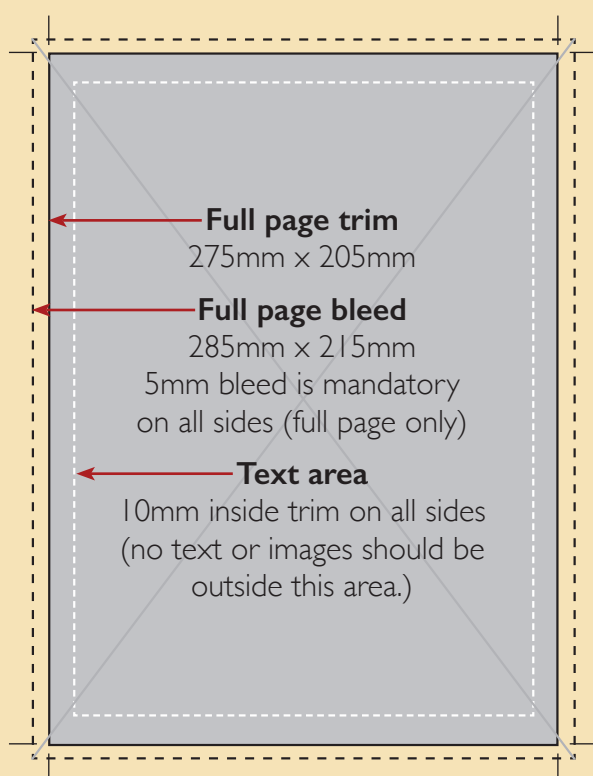
PARADELLA PARK is a beautiful park with a lot of amenities. It is a park that is worth the visit, and it is a park that is worth the wait. It is a park that is worth the effort, and it is a park that is worth the wait.

ARTWORK SPECIFICATIONS

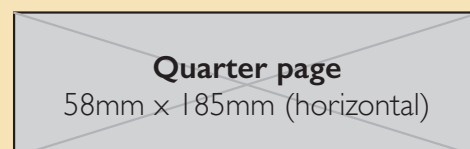
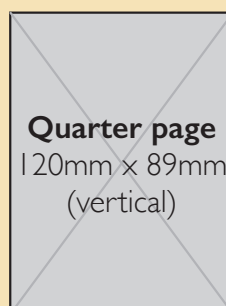
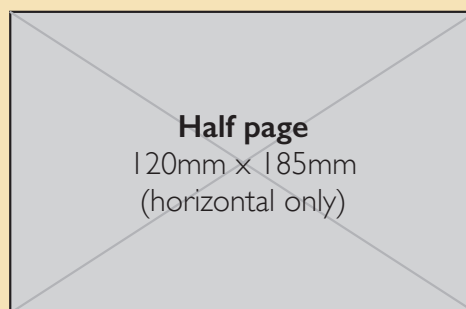
MATERIAL REQUIREMENTS

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

ADVERTISING SIZES (HEIGHT x WIDTH)



Trim marks (full page only)
– clear of bleed



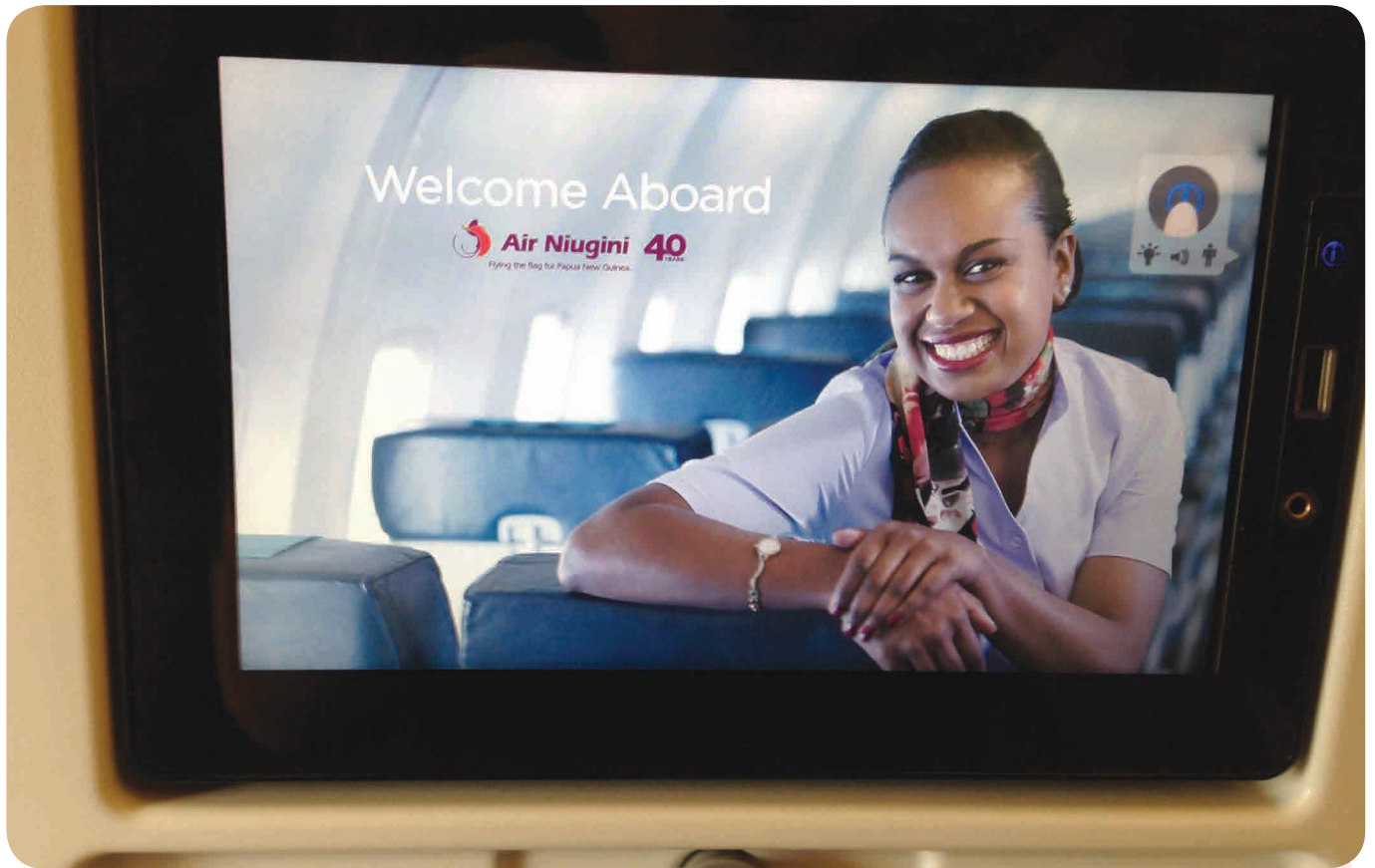
TECHNICAL QUERIES

Charles Saldanha

Business Development Manager

Mobile 61 (0)404 842 472

cs@businessadvantageinternational.com



IN-FLIGHT ENTERTAINMENT

Air Niugini's excellent in-flight video entertainment offers you the opportunity to engage the audience with back seat screens via modern tablet-style HD screens. Our in-flight entertainment offers a wide choice of the latest movies, TV shows, and games on all routes.

THE OPPORTUNITY

Now you can place your video ads (TVCs) on Air Niugini's in-flight entertainment system.

- ✈ Maximum of three advertisers/ advertisements per calendar month
- ✈ Passengers must view your video ad before they can view any in-flight movie.*

* Excludes foreign language and children's movies.

COST
PER
CALENDAR
MONTH

15 second ad: AUD\$4,400

30 second ad: AUD\$7,200

PARADISE LOUNGE

PARADISE LOUNGES

Air Niugini's two Paradise Lounges at Port Moresby's Jacksons International Airport are the meeting places for PNG's top executives.

Expanded and upgraded to international standards in 2015, the lounge at the international terminal is reserved exclusively for the use of Executive Club members of Air Niugini and its codeshare airlines, as well as business class passengers. Some 3,000 executive travellers make use of this facility each month.

Another 3,000 travellers visit the lounge at the domestic terminal.

THE OPPORTUNITY

Both of these lounges are now available on a strictly limited basis to host in-lounge promotions.

Your promotion can include one or both lounges.

Activities can include placing a pull-up banner or lightbox in each lounge, distributing flyers or brochures or even locating a staff member inside the lounge in a pop-up booth.

Price is on application.





ABOUT BUSINESS ADVANTAGE INTERNATIONAL

Business Advantage International is a publishing and marketing business, founded in Australia in 2004.

Over the past decade, we have worked on a wide range of media and communications projects for corporate and government clients throughout the Pacific Islands and the wider Asia-Pacific region.

We also have our own print and online assets, and run our own business events. Today, our major focus is Papua New Guinea, where we have produced PNG's most respected business print publication, *Business Advantage Papua New Guinea*, since 2006. In 2013, we launched PNG's first blue-chip online business magazine, businessadvantagepng.com, and co-hosted the annual Papua New Guinea Advantage International Investment Summit between 2011 and 2015. We also hosted the 2017 Papua New Guinea Investment Conference in Sydney.

We undertake custom publishing, marketing and corporate communications projects for some of PNG's leading firms. This includes publishing Air Niugini's in-flight magazine, *Paradise*.

Our specialist digital marketing division provides online marketing services to some of the region's major companies.

TERMS & CONDITIONS

- ✦ All advertising bookings are accepted only at the Publisher's discretion.
- ✦ 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 for each ad space booked.
- ✦ Bookings are not confirmed until a signed agreement is received from the advertiser.
- ✦ Cancellation is not permitted after the booking deadline.
- ✦ The maximum advertising ratio in 2018 will remain 45%.
- ✦ GST will be added to the published rates when the billing address is in Australia.

CONTACT INFORMATION

Charles Saldanha

Business Development Manager
Mobile 61 (0)404 842 472
cs@businessadvantageinternational.com

Business Advantage

Business Advantage International Pty Ltd
Level 20, 31 Queen Street,
Melbourne Vic 3000, Australia.
www.businessadvantageinternational.com