

THE IN-FLIGHT MAGAZINE OF AIR NIUGINI

# PARADISE

MEDIA KIT 2019



 **Business Advantage**  
INTERNATIONAL

 **Air Niugini**





# 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 visitors.

# 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](http://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
- ✈ Outside back cover – 125% loading

### GENERAL LOADINGS

- ✈ Guaranteed right hand page – 10% loading

### ARTWORK PRODUCTION CHARGES

Half/quarter page \$350

Full page \$500

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 2019.....	9 Nov 2018.....	16 Nov 2018.....	4 Jan
March/April 2019.....	11 Jan.....	18 Jan.....	1 Mar
May/June 2019.....	8 Mar.....	15 Mar.....	1 May
July/August 2019.....	10 May.....	17 May.....	1 July
September/October 2019.....	12 July.....	19 July.....	2 Sept
November/December 2019.....	13 Sept.....	20 Sept.....	1 Nov

### SPECIAL FEATURES\*

January/February.....	PNG Money and Lae Business Guide
March/April.....	Technology
May/June.....	Made in PNG
July/August.....	Solomon Islands Business Guide
September/October.....	Human Resources

\*Advertising rates may vary & availability is limited.

See page 8 for terms and conditions



Local residents... and Christmas, a Micronesian Christmas is a... The island of Pohnpei is a... The island of Pohnpei is a... The island of Pohnpei is a...



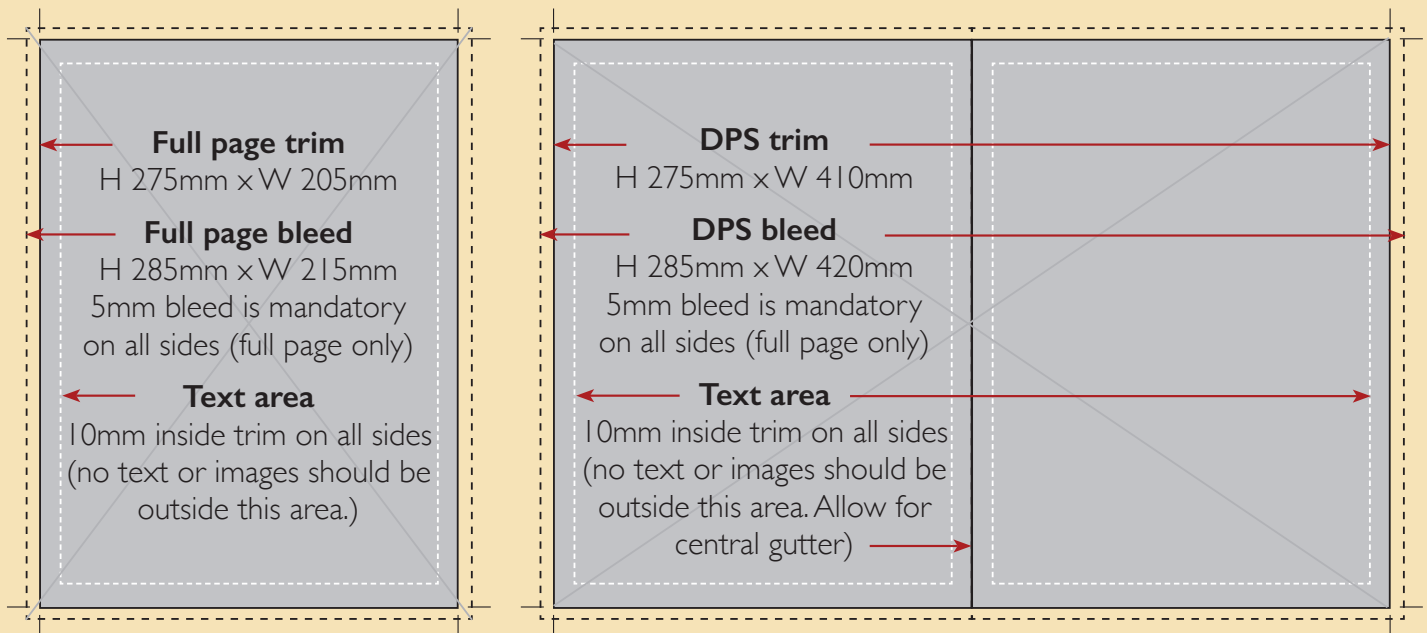
# PARADISE

# ARTWORK SPECIFICATIONS

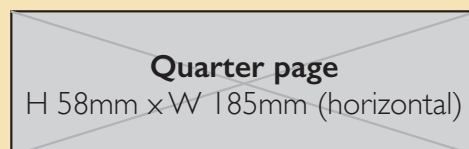
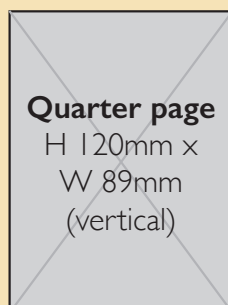
## MATERIAL REQUIREMENTS

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 and double page spread only) – clear of bleed



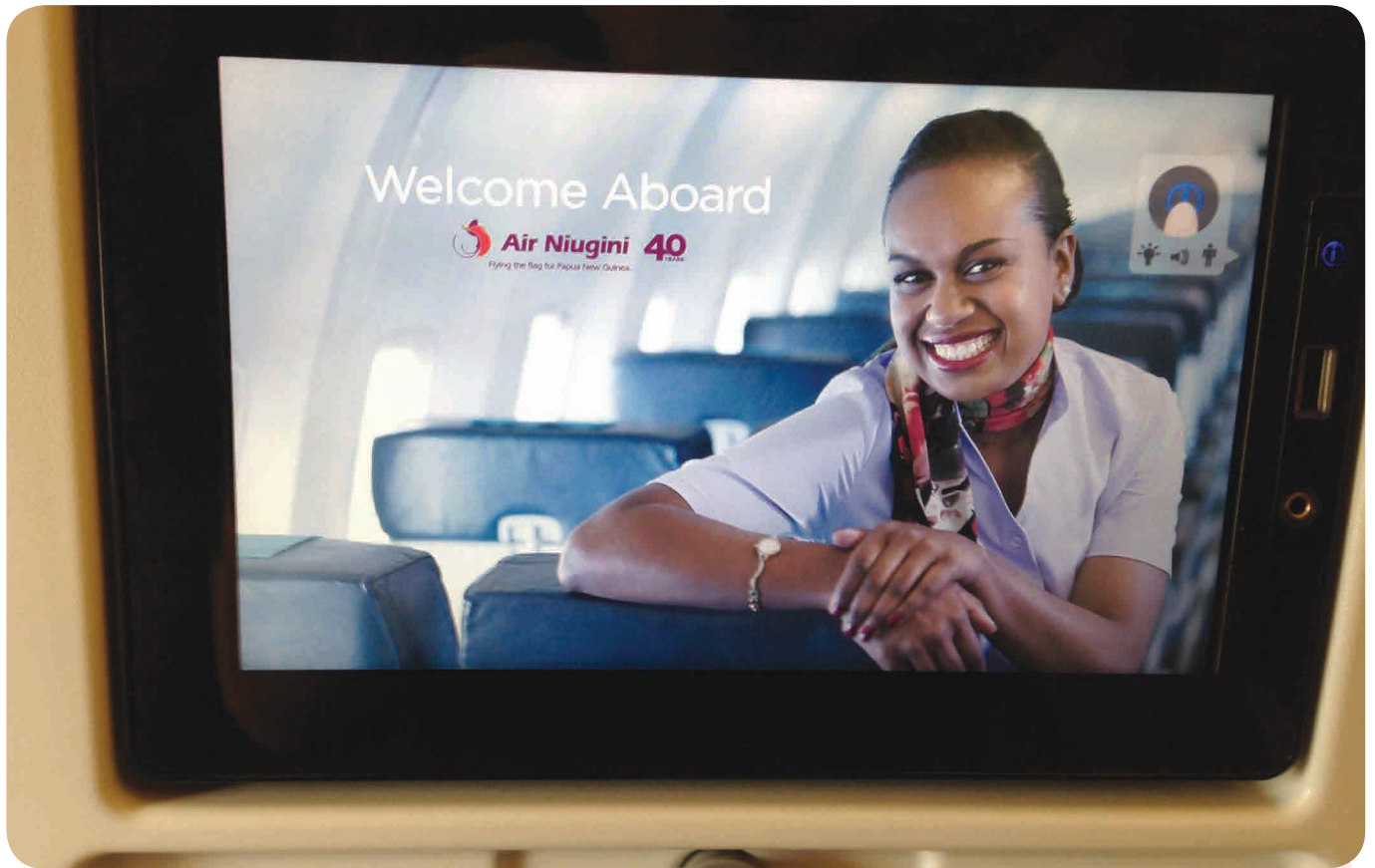
### TECHNICAL QUERIES

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#### Kate Hammond

Customer Service / Sales Support  
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## 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. 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.\*\*

\* BAI is the exclusive sales agent on behalf of Air Niugini and is responsible for booking of space; however it bears no responsibility for non-appearance of ads due to scheduling or technical issues.

\*\* Excludes foreign language and children's movies.

**COST**  
PER  
CALENDAR  
MONTH

**15 second ad:** AUD4,400

**30 second ad:** AUD7,200

# 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.

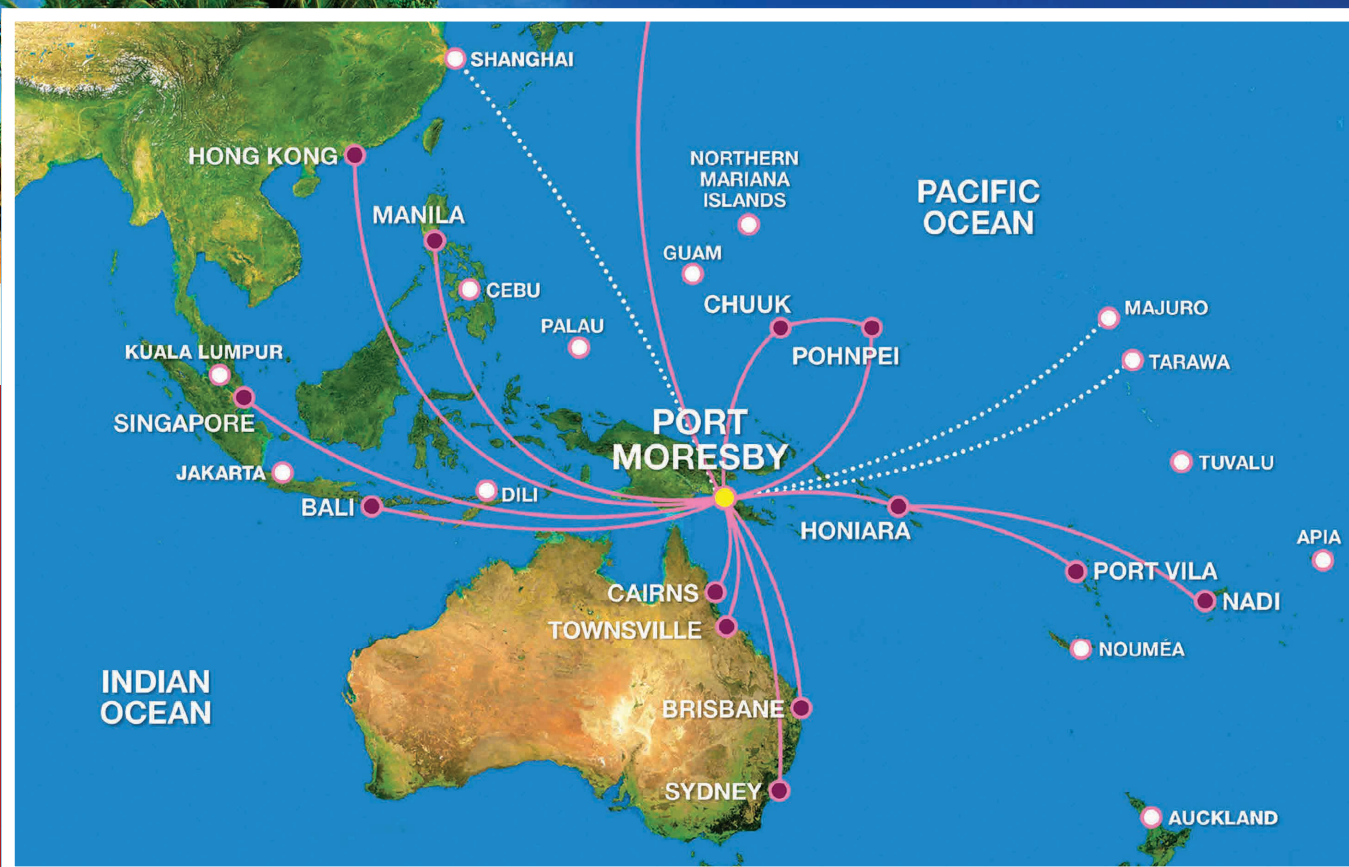
Your promotion can include one or both lounges.

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 15 years, 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](http://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 2019 will remain 45%.
- ✦ GST will be added to the published rates when the billing address is in Australia.

## CONTACTS

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### Business Advantage

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