

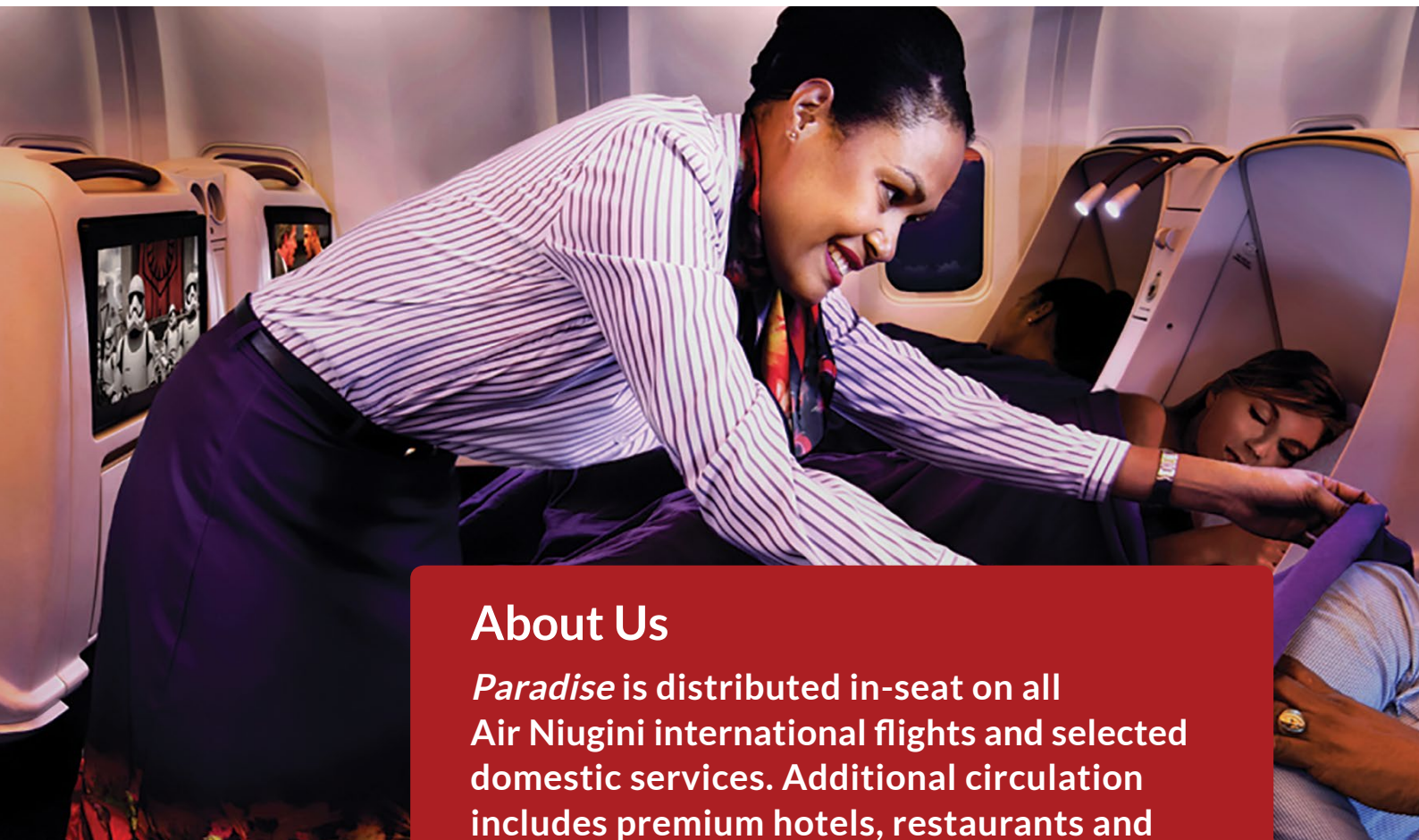
THE IN-FLIGHT MAGAZINE OF AIR NIUGINI



PARADISE

2020
MEDIA KIT





About Us

Paradise is distributed in-seat on all Air Niugini international flights and selected domestic services. Additional circulation includes premium hotels, restaurants and cafés in Papua New Guinea. It is the country's *most-read* magazine and has been published continuously since July 1976.

CONTENT

P2	ABOUT US
P4	RATE CARD
P5	MATERIAL
P6	IN-FLIGHT
P7	LOUNGE
P8	CONTACT

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.



Paradise Magazine is now available digitally on all desktops, tablets and mobile devices.

airniuginiparadise.com

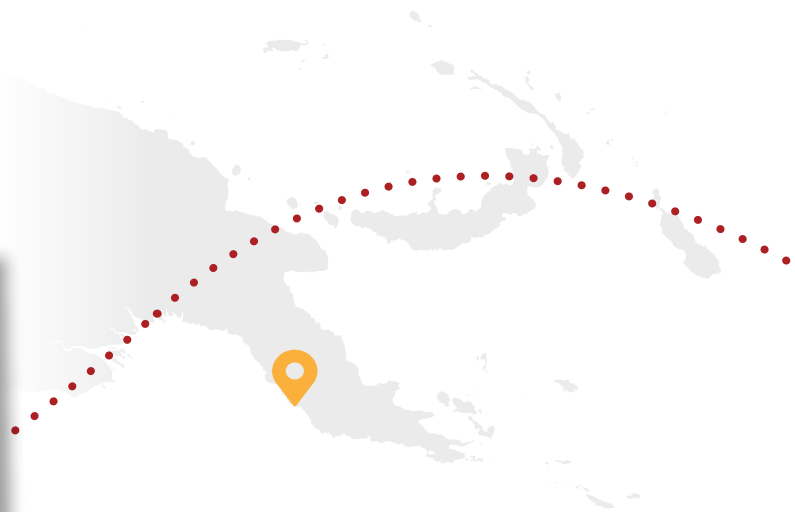


Our Customers

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.



**BI-MONTHLY
ISSUES**



80,000
Engaged readers
each issue



20,000
Print run

Print Magazine

Specifications and Rate Card*

Ad Space Rates (AUD) per Bi-Monthly Issue *GST will be added to the published rates when the billing address is in Australia.

Ad Size	1 Issue	3 Issues	6 Issues
Double Page Spread (DPS)	\$7,875	\$6,975	\$6,065
Full Page	\$4,850	\$4,055	\$3,520
Half Page	\$2,795	\$2,470	\$2,150
Quarter Page	\$1,715	\$1,630	\$1,325

Artwork production charges

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.

Full Page	\$500
Half/Quarter Page	\$350

Loadings - Full page only

- 30% Loading – First quarter of the magazine and guaranteed right hand page.
- 20% Loading – First half and guaranteed right hand page.
- 150% Loading – Outside back cover.

Loadings - General

- 10% Loading – Guaranteed right hand page.

*Advertising rates may vary & availability is limited. See page 8 for Terms & Conditions

Schedules and Deadlines	Booking Deadline	Material Deadline	In-Seat Date
January/February	08 Nov 2019	15 Nov 2019	02 Jan 2020
March/April	10 Jan 2020	17 Jan 2020	02 Mar 2020
May/June	06 Mar 2020	13 Mar 2020	01 May 2020
July/August	08 May 2020	15 May 2020	01 Jul 2020
September/October	10 Jul 2020	17 Jul 2020	01 Sep 2020
November/December	11 Sep 2020	18 Sep 2020	02 Nov 2020

Special Features

January/February

PNG Money

March/April

Real Estate Review

May/June

Made In PNG

July/August

Solomons Business Guide

September/October

HR & Lae Business Guide

November/December

Corporate Social Responsibility

Material Requirements

Acceptable artwork files formats: **PDF, TIFF, EPS** or high quality **JPEG** in **CMYK** with all fonts and hi-res images (**300dpi**) embedded. Failure to embed high-res images will result in pixelated output.

Minimum linewidth width: 0.125mm Minimum type size: 6 pt Minimum type size (Reverse text): 8 pt



Full Page*

Trim

275mm(h) x 205mm(w)

Bleed†

285mm(h) x 215mm(w)

Text area

10mm inside trim - all sides

(No text or images should be outside this area)



Double Page Spread*

Trim

275mm(h) x 410mm(w)

Bleed†

285mm(h) x 420mm(w)

Text area

10mm inside trim - all sides

*(No text or images should be outside this area.
Allow for central gutter)*



Quarter Page (Vertical)

Trim

120mm(h) x 89mm(w)

Quarter Page (Horizontal)

Trim

58mm(h) x 185mm(w)



Half Page (Horizontal)

Trim

120mm(h) x 185mm(w)

*5mm bleed is mandatory on all sides (Full page only)

†Trim marks will need to be applied to Full page and Double page spreads only - clear of bleed.

Technical queries

Please note that while "BAI" endeavours to ensure all advertisements are correct, it will not be held responsible for errors due to incorrectly prepared files.

Kate Hammond

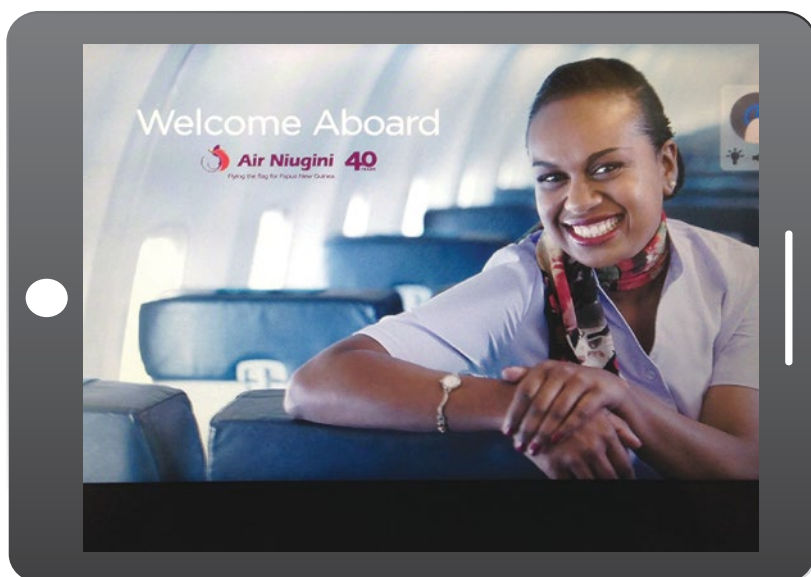
Customer Service / Sales Support

kh@businessadvantageinternational.com

+61 (0) 450 568 642



In-flight Media



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.



A maximum of three advertisers/advertisements per calendar month



Passengers must view your video ad before they can view any in-flight movie**

Cost per calendar month

15s

15 Second Ad
AUD \$5,720

30s

30 Second Ad
AUD\$9,360

*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.

Paradise Lounge

Promotions

Air Niugini's *Paradise Lounge* at Port Moresby's Jacksons International Airport is the meeting place 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.



3,000

Executive travellers use the lounge each month

The opportunity

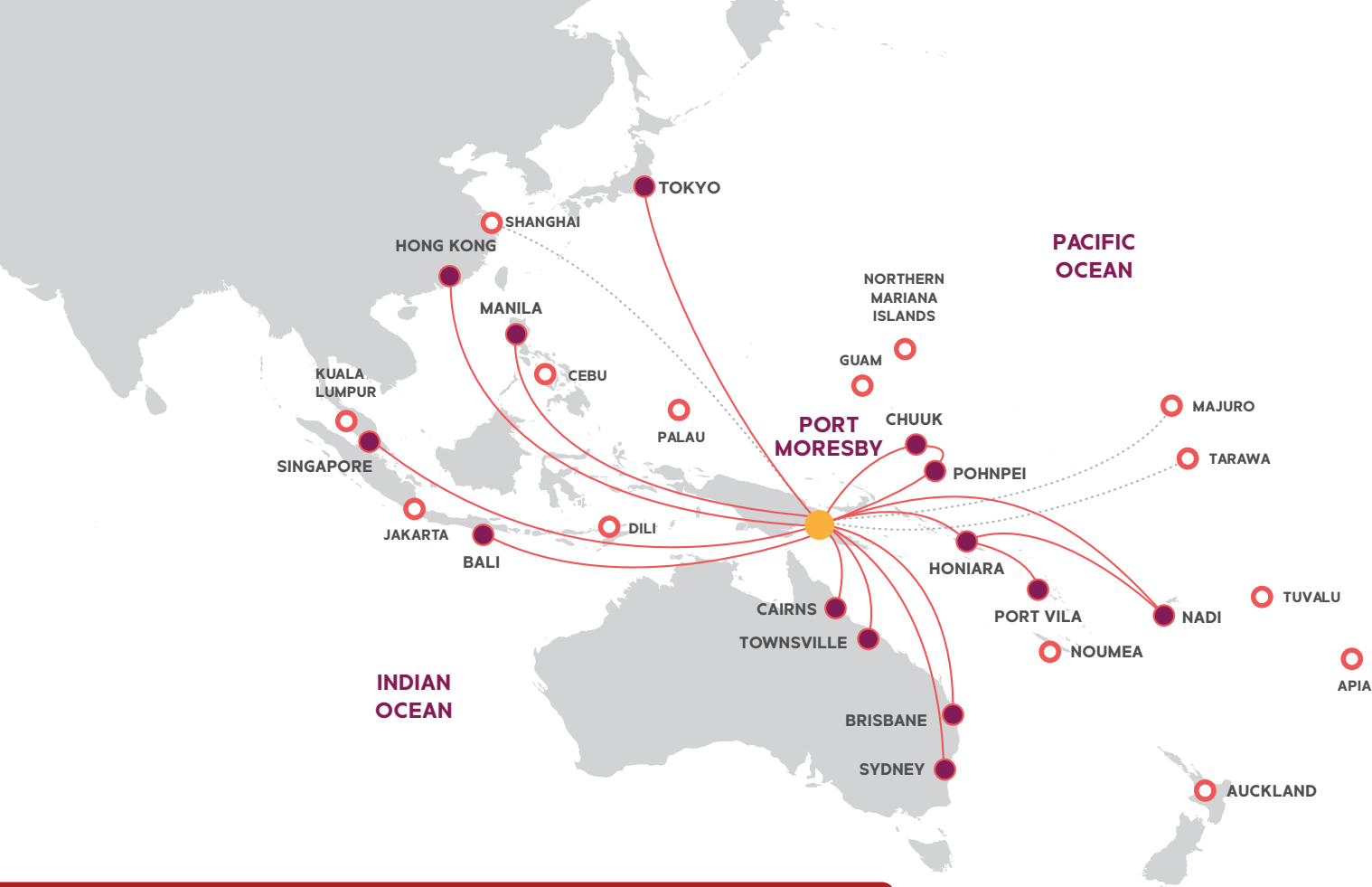
In-lounge promotions are available on a strictly limited basis, price on application.

Pull up banner or lightbox display

Distribution of flyers and/or brochures

Pop up booth with dedicated staff member in *Paradise lounge*





About

Business Advantage International

Business Advantage International is a publishing and marketing business, founded in Melbourne, 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 produce our own print and online publications and run our own business events, including international conferences and summits.

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**.

We co-hosted the annual Papua New Guinea Advantage International Investment Summit between 2011 and 2015. Since 2017, we have been hosting the annual Papua New Guinea Investment Conference in Australia, a prestigious event attracting the international business community.

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*.

Contacts

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Business Advantage

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businessadvantageinternational.com

PARADISE

 **Business Advantage**
 INTERNATIONAL

 **Air Niugini**

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 2020 will remain 45% • GST will be added to the published rates when the billing address is in Australia.