

THE IN-FLIGHT MAGAZINE OF AIR NIUGINI



# PARADISE

2022/23  
MEDIA KIT



Welkam  
Back!

Oceania's Leading  
In-flight Magazine  
2020 Award Winner

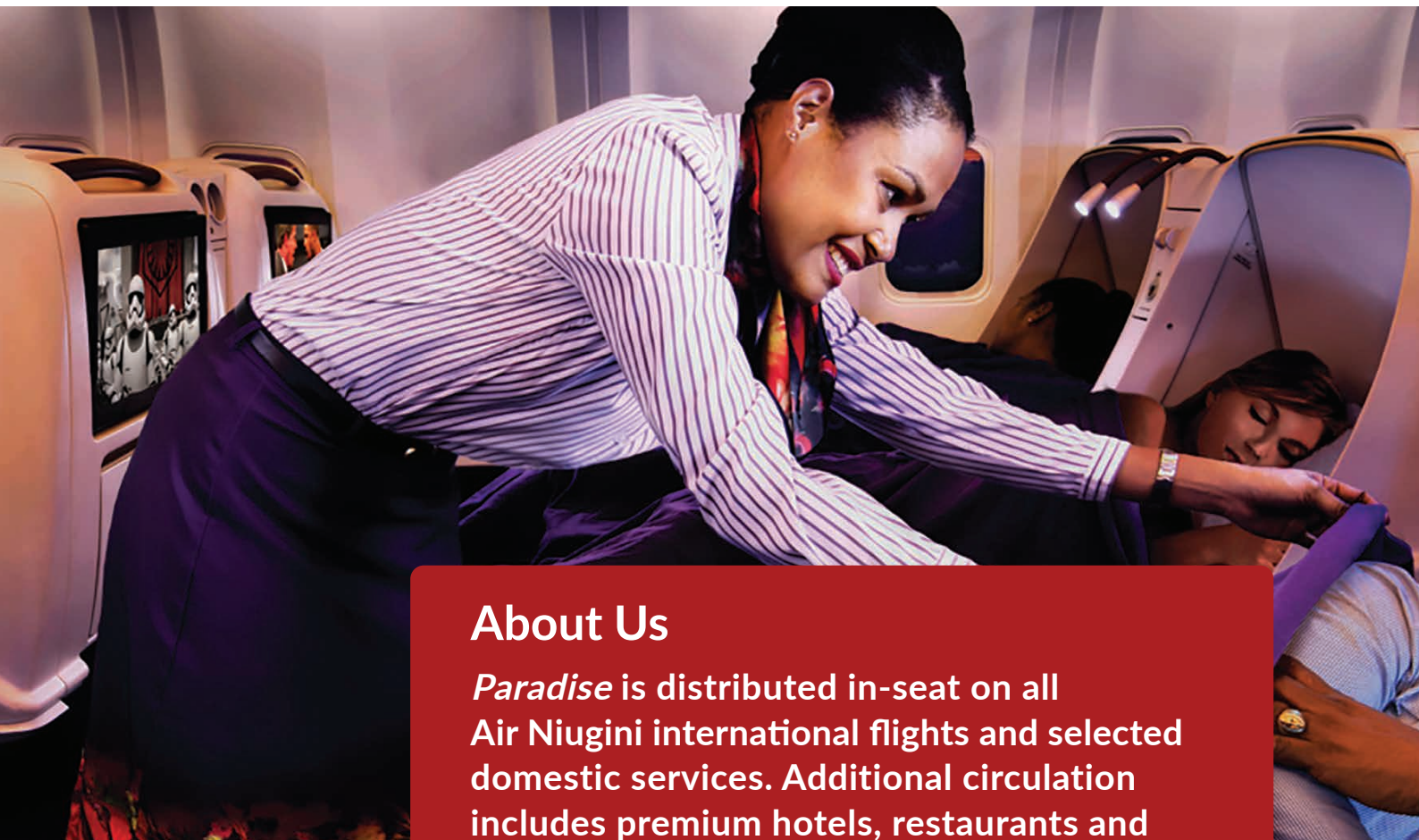


 **Business Advantage**  
INTERNATIONAL



**Air Niugini**





## 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

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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.



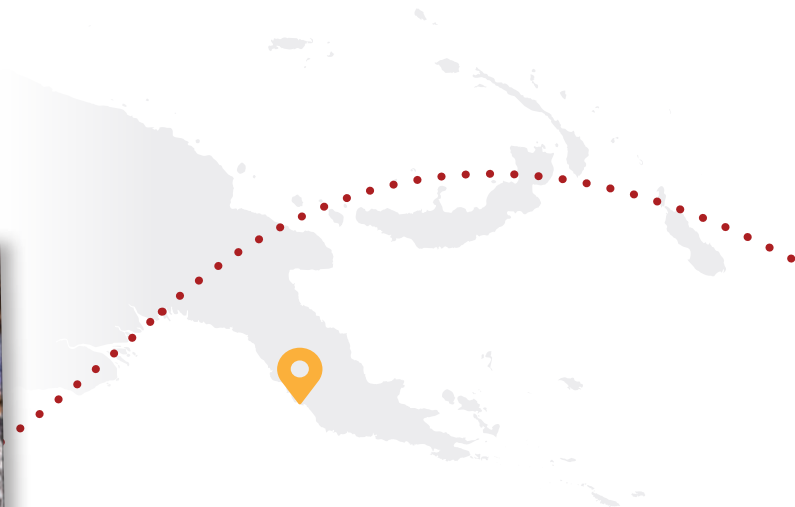
*Paradise* Magazine is now available digitally on all desktops, tablets and mobile devices.  
[airniuginiparadise.com](http://airniuginiparadise.com)



## Our Customers

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 Boarding pass advertising.



**80,000**  
Engaged readers  
each issue



**20,000**  
Print run

### Specifications and Rate Card

**2022 – Welcome Back special edition (September–December)**

Ad Size	
Double Page Spread (DPS)	\$6,975
Full Page	\$4,055
Half Page	\$2,470
Quarter Page	\$1,325

**2023 – 4 Quarterly Editions (January-March, April-June, July-September, October- December)**

Ad Size	1 Issue	2 Issues	4 Issues
Double Page Spread (DPS)	\$7,875	\$7,450	\$6,975
Full Page	\$4,850	\$4,453	\$4,055
Half Page	\$2,795	\$2,635	\$2,470
Quarter Page	\$1,715	\$1,520	\$1,325

An additional 5% discount will apply **to the four 2023 editions only** if all five editions are booked by 15 July 2022

#### 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.

Price on application - Outside back cover.

#### Loadings - General

10% Loading - Guaranteed right hand page.

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

## Special Features 2023

**January/February/March**

PNG Money

**July/August/September**

Real Estate

**April/May/June**

Made In PNG

**October/November/December**

Education

## 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 linework 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)

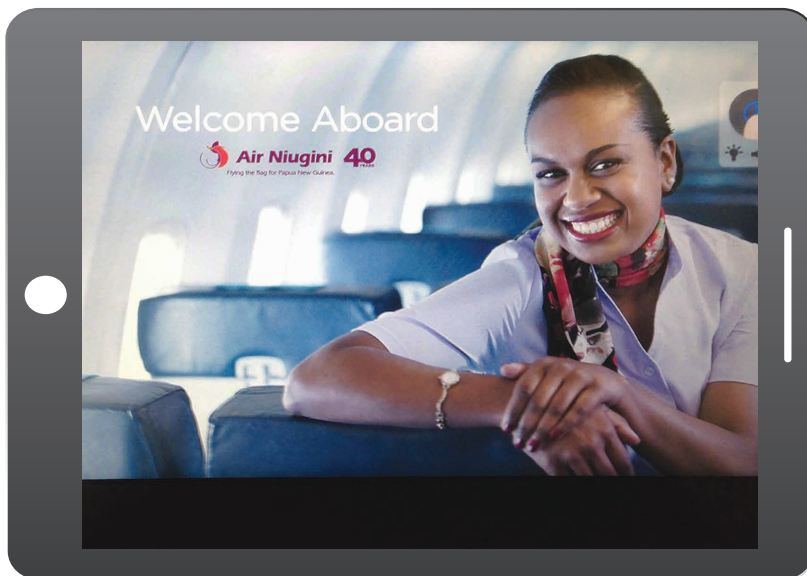
†Trim marks will need to be applied to Full page and Double page spreads only - clear of bleed.

Schedules and Deadlines	Booking Deadline	Material Deadline	In-Seat Date
September 2022	15 July 2022	22 July 2022	1 September 2022
January/February/March 2023	23 October 2022	30 October 2022	15 December 2022
April/May/June 2023	10 February 2023	17 February 2023	3 April 2023
July/August/September 2023	12 May 2023	19 May 2023	3 July 2023
October/November/December 2023	11 August 2023	18 August 2023	2 October 2023





## 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 four advertisers/ advertisements per calendar month



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

**Cost per calendar month – 15 seconds-\$4,950 / 30 seconds - \$8,590.**  
**Ads can only be booked in bi-monthly slots**

\*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.

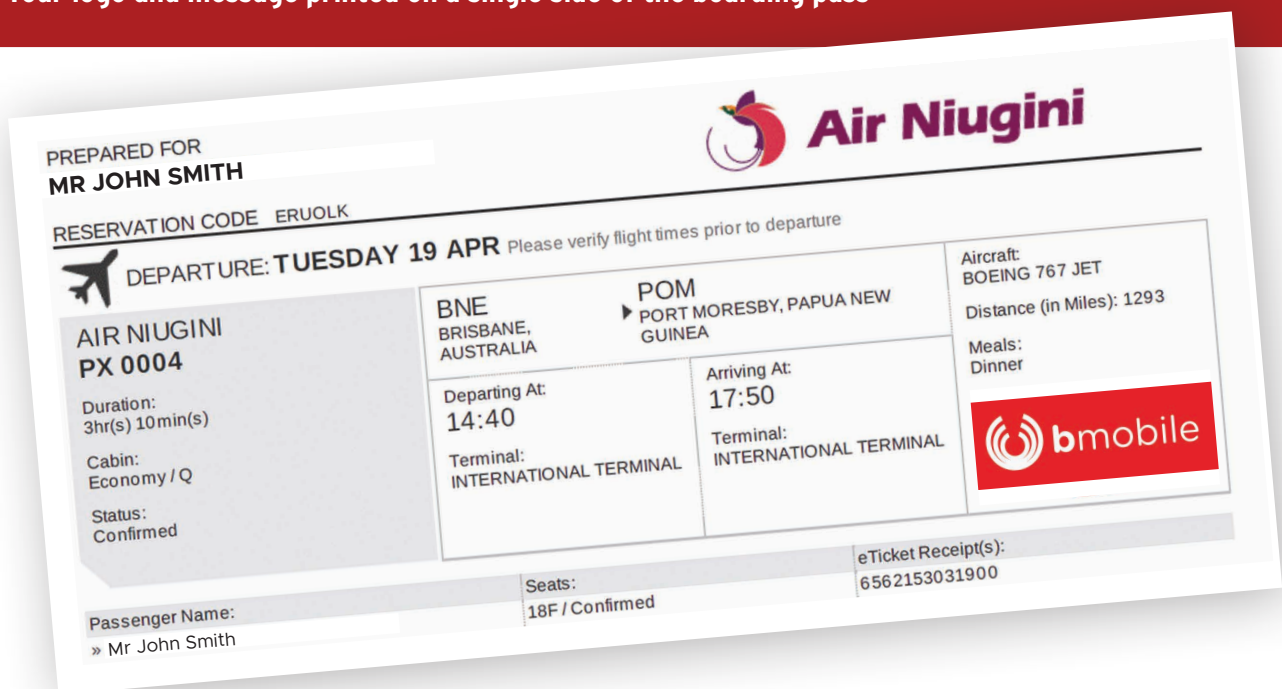
## Boarding Pass

A boarding pass is the most important document for domestic and international. Thousands of passengers flying each day on Air Niugini flights, the opportunity to engage with directly with customers is invaluable. This is an exclusive, efficient and cost-effective solution to present your brand to in-flight travellers.

### The opportunity

This is available on a strictly limited basis, price on application

Your logo and message printed on a single side of the boarding pass



**PREPARED FOR**  
**MR JOHN SMITH**

**RESERVATION CODE** ERUOLK

**DEPARTURE: TUESDAY 19 APR** Please verify flight times prior to departure

**AIR NIUGINI**  
**PX 0004**

Duration:  
3hr(s) 10min(s)

Cabin:  
Economy / Q

Status:  
Confirmed

**BNE**  
BRISBANE,  
AUSTRALIA

**POM**  
PORT MORESBY, PAPUA NEW  
GUINEA

Departing At:  
**14:40**

Terminal:  
INTERNATIONAL TERMINAL

Arriving At:  
**17:50**

Terminal:  
INTERNATIONAL TERMINAL

Aircraft:  
BOEING 767 JET

Distance (in Miles): 1293

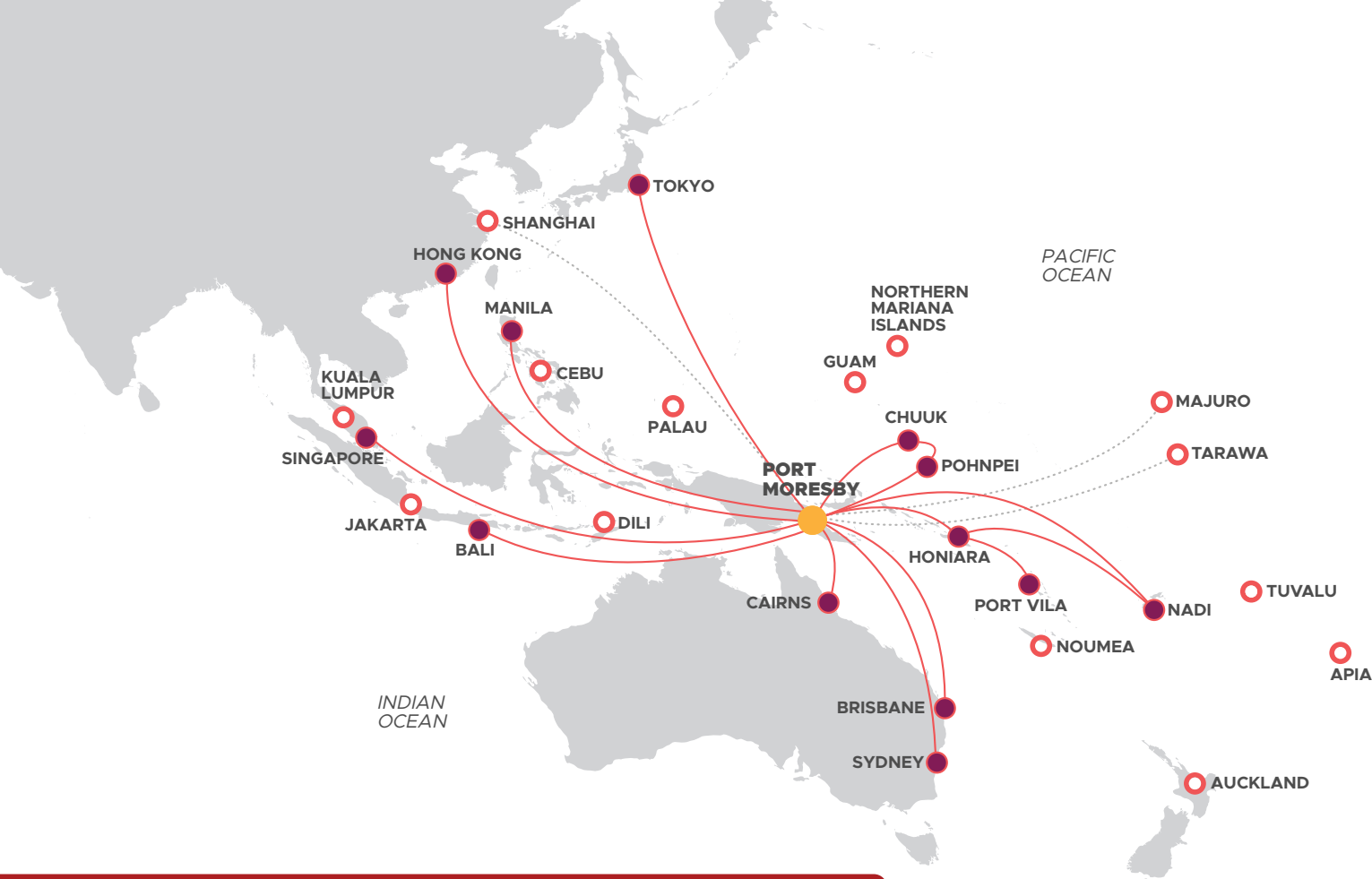
Meals:  
Dinner

**bmobile**

**Passenger Name:**  
» Mr John Smith

**Seats:**  
18F / Confirmed

**eTicket Receipt(s):**  
6562153031900



## 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](http://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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# PARADISE

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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 2021 will remain 45% • GST will be added to the published rates when the billing address is in Australia. Ad Space Rates (AUD) per issue \*GST will be added to the published rates when the billing address is in Australia.