

BIZAV INDIA

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An initiative by **SP GUIDE PUBLICATIONS** &



MEDIA KIT 2019



SP GUIDE PUBLICATIONS

OUR MARKET

General and Business Aviation has emerged as an essential part of national transportation systems around the world. It is especially critical for connectivity and for businesses that need to move efficiently in growing economies like India. Yet, it has failed to garner due diligence within the eyes of Government and regulators who see it as a luxury segment, not realizing the ways it actually contributes to the economy, enables connectivity, industrial works, medical evacuations, tourism etc.

The General & Business Aviation industry has had a significant transformation over the past decade in India. Business Aircraft Operators Association (BAOA) has achieved this significant traction in bringing about an environmental change, which resonates from an attitudinal shift amongst the regulator, authorities and other stakeholders towards the industry. However, this remains a long term process involving a consistent effort through all spheres and avenues, requiring unvarying activism, flow of information and knowledge.

BizAvIndia is this 'Mnemonic' that will address the General & Business Aviation industry in India in entirety and in a truly distinguished light in order to bring consolidation and greater synergies within the industry.



“In a country like India with limited support from the industry and market, initiating 50 years ago (in 1964) publishing magazines relating to Army, Navy and Aviation sectors without any interruption is a commendable job on the part of SP Guide Publications. By this, SP Guide Publications has established the fact that continuing quality work in any field would result in success.

— **Narendra Modi,**
Hon'ble Prime Minister of India

ABOUT BAOA

BAOA is the unified voice of Business & General Aviation sector in India. It aims to create a favorable environment for the sector's growth, by ensuring better coordination amongst industry stakeholders, regulatory authorities and the Government.

The Association works closely with the Ministry of Civil Aviation (MoCA), Directorate General of Civil Aviation (DGCA), Bureau of Civil Aviation Security (BCAS), International Business Aviation Council (IBAC) and International Civil Aviation Organization (ICAO).

SP GUIDE PUBLICATIONS

Since 1964, SP Guide has been bringing out quality publications for the Aviation and Defence Sectors. The company today enjoys the reputation of owning and publishing premier magazines in aviation, defence and all matters pertaining to military

strategy of not just India, but across Asia. With the slew of analytical, incisive and insightful articles the publications from SP Guide Publications today are reckoned as the leading publishing house on Aviation and Defence.

THE PUBLICATION

Business Aircraft Operators Association (BAOA) and SP's Guide Publication jointly promote and circulate **BizAvIndia** magazine, a special publication that puts Indian Business Aviation into limelight.

BizAvIndia magazine is published once in every quarter, including a standalone annual issue and is circulated along with SP's Aviation, a well-established aviation publication commanding circulation of over 20,000 copies.

Mutually development by BAOA and SP Guide Publications, articles in the magazine are a mix of business aviation news, analysis, interviews, thought provoking articles, informative pieces, forward thinking articles for the good of industry.



CIRCULATION

DISTRIBUTION

Government	1470
Airlines	1968
Business Aviation	1807
Industry	2005
Business Aircraft Operators Association	1500
Promotional activities	100
Total Circulation	8850
Readership	90000+

READERSHIP

BizAvIndia is circulated across India to a carefully selected target audience of Professionals and decision makers in Business/General aviation industry, plus concerned ministry officials responsible for policy making and implementation. These include ministers and bureaucrats from the government ministries and governing bodies; top management, senior executives, finance personnel, engineers and project managers, cockpit-crew

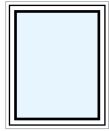
members and other aviation professionals from the aviation industry.

- Government (Ministries, Civil Aviation Authority, Regulators)
- Airport Authorities
- Operators of Business, General Aviation
- Aviation Industry
- Training Academies/Institutes
- Aviation Associations and others

AD SIZES & SPECIFICATIONS



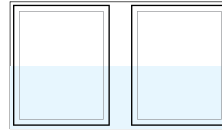
Full page with bleed
 210mm x 267mm (trimming area); 220mm x 277mm (with 5mm bleed all around)



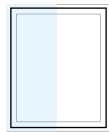
Full page type area
 180mm x 226mm



Half page Horizontal with bleed
 210mm x 131mm (trim area);
 220mm x 136mm (with 5mm bleed outside)



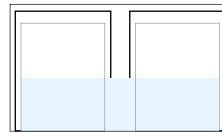
Double Spread half page with bleed
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 430mm x 136mm (with 5mm bleed outside)



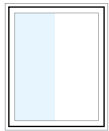
Half page vertical with bleed
 104mm x 267mm (trim area)
 109mm x 277mm (with 5mm bleed outside)



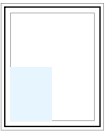
Half page Horizontal
 180mm x 112mm



Double Spread half page
 420mm x 112mm (type area)



Half page vertical
 180mm x 226mm



Quarter page
 89mm x 112mm



Full Page Double Spread:
 Print area - 226 x 390
 Bleed area - 267 x 420
 Inside 2, 3 Cover Stretch: 267 x 420

Material Specifications

- Only High-Resolution PDFs need to be submitted.
- PDFs' mode must pertain to only standard process colours, i.e. CMYK.
- The PDFs should have colour identification clearly indicated outside the bleed area.
- Accurate corner and centre marks also need to appear clearly.
- Bleed advertisements to have extra trimming margin of 5mm on all the four sides.
- All salient and live matter (not intended to be cut) should be at least 15mm inside from the trim edges.
- Dimensions must correspond to the information as above.

Additional information

Frequency: Bi-monthly

Paper: Cover - 135 gsm Super Fine Art paper; Text - 90/100 gsm Super Fine Art paper

TERMS & CONDITIONS

- Publishers reserve the right to accept or refuse any advertisement without reason or notice.
- All the advertising prices (given separately) are subject to cancellation without notice.
- Should the advertiser or its agency fail to supply the printing material by the specified dates for submission, then the Publishers reserve the right to charge the full cost of the advertisement booked.
- All production work handled by the Publishers including reproduction from complete artwork/monochrome or reduction upto the specified size will be carried out at the cost and charged to the advertisers.
- Advertising Agency Commission as per usual and acceptable norms.
- Payments should be made either through Bank Transfer or Bank Draft in favour of **SP GUIDE PUBLICATIONS PVT LTD**, India within 30 days of receipt of invoice.



SP GUIDE PUBLICATIONS

SP's
A JOURNEY OF EXCELLENCE
SINCE 1904

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