

SP's aviation



AN SP GUIDE PUBLICATION

S H A R P C O N T E N T F O R S H A R P A U D I E N C E



MEDIA KIT 2019



SP GUIDE PUBLICATIONS

OUR MAGAZINE

SP's Aviation, a leading monthly magazine dedicated to aviation and aerospace, delves into the micro level issues of the sector through a collection of in-depth, incisive and analytical contents, affording readers connectivity to the potentials and challenges that best characterise the ground realities of this booming industry. Since its launch in 1998, **SP's Aviation** has grown tremendously and is now a leading magazine on aviation and aerospace covering the Asia-Pacific region including the Middle East. It offers a unique blend of information to effectively showcase the growth of the aviation industry in this region and the roles of OEMs involved in the industry from different parts of the world.

SP's Aviation is an established and a leading source of aviation information. With a focus on Asia, the magazine includes a wide range of aviation and space related issues from around the world on both civil and military aviation. Included in the magazine are the latest developments in commercial aviation, business and general aviation, regional aviation, unmanned systems and military aviation such as fighters, transport, avionics, missiles and weapon systems.

SP's Aviation provides an up-to-date and well researched information on the aviation and aerospace sector in an aesthetic manner.

OUR MARKET

Aircraft orders from emerging markets confirm that Asia and the Middle East will be the main drivers of growth in global aviation in the next decade. The latest moves from global air shows signal that Asian airlines are keen to expand fleets to meet increasing demand in the region. Aviation industry leaders say Asia will be a driver of growth in coming years. Rising incomes and the emergence of budget carriers have helped create demand and spur growth in air travel among Asians. Boeing has projected that from 2011 to 2030, demand from the

Asia-Pacific region is likely at 11,450 new planes valued at \$1.5 trillion.

The emergence of China and India as global economic and military powers also is expected to contribute to increased demand for new aircraft in the Asia-Pacific region. China's defense budget is estimated to expand at a compound annual growth rate of 19 per cent while the Indian Air Force continues its modernisation by adding equipment and squadrons while investing in development of next generation technologies.



“**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

AREAS COVERED

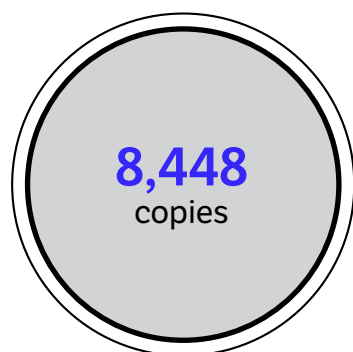
Everything that happens in the air in technological developments, strategic plans, and modernisation and expansion plans of military aviation and civil aviation sectors. All the manned and unmanned flying machines, the men who fly these machines and those who look after relevant and technical issues on the ground are covered appropriately. Interviews with the top brass of various sectors are also a part of the editorial initiatives.



CIRCULATION & READERSHIP

Distribution as per regions	No. of copies
Within India	12,675
South Asian countries (except India)	470
South East Asia	1,452
Far East Asia + Pacific	1,086
Middle East	1,623
Europe + CIS	385
Americas	561
Promotional activities	600
Total Circulation	18,852
Total Print Run	19,000
Readership	1,20,000+

Distribution as per Category



Within India (Military)



Within India (Civil)

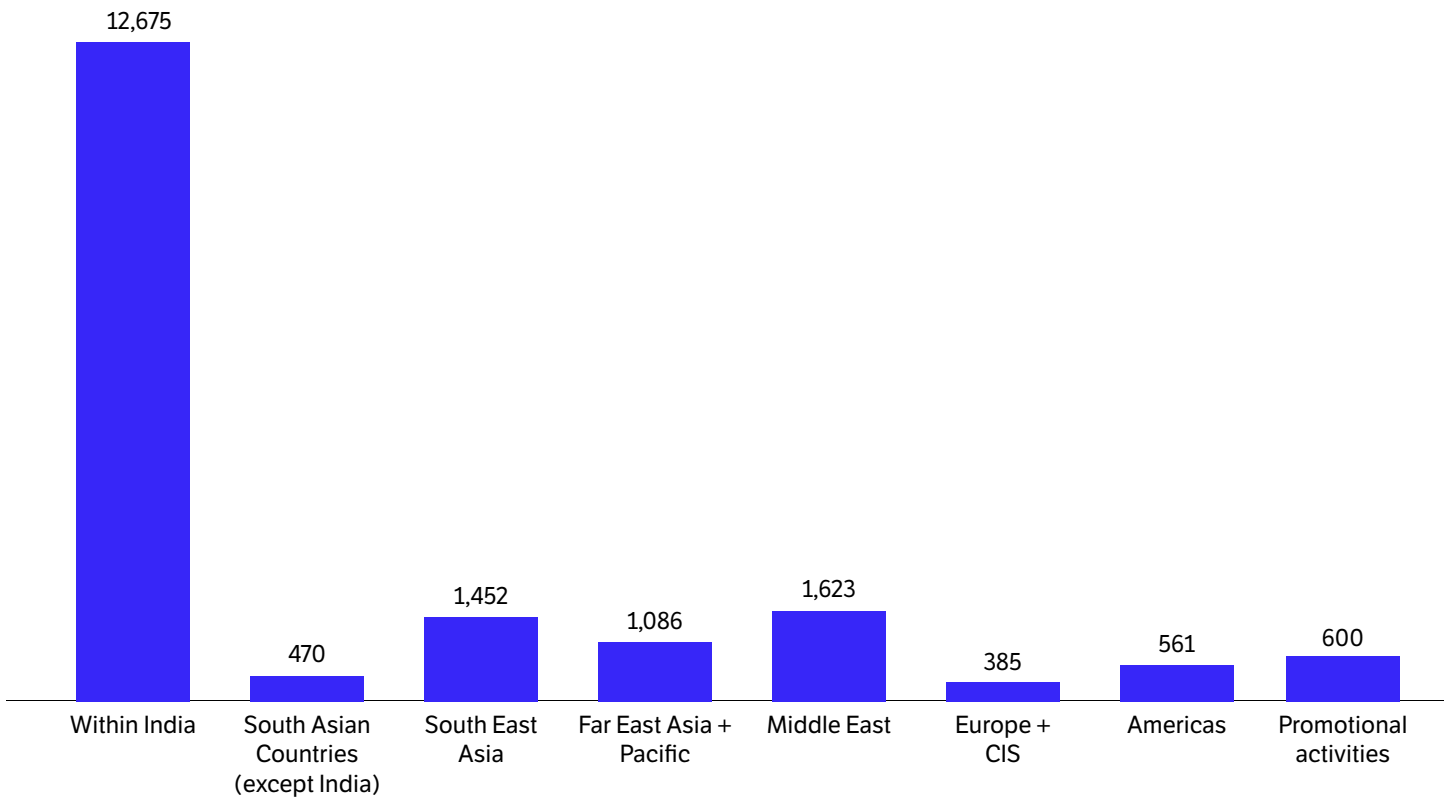


Outside India (Military)



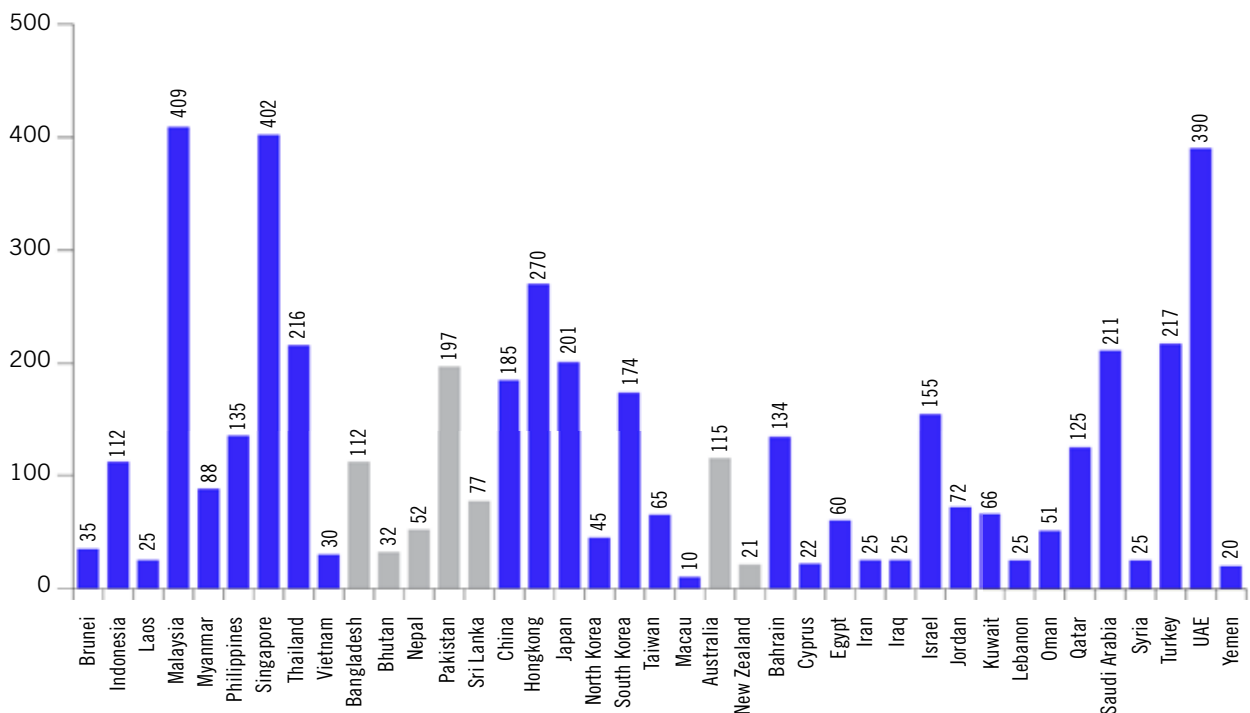
Outside India (Civil)

DISTRIBUTION AS PER REGIONS



REGIONAL DISTRIBUTION

ASIA-PACIFIC & MIDDLE EAST – NUMBER OF COPIES: 4,631



SP'S AVIATION - SECTOR BREAKDOWN OF READERSHIP

	Decision Makers - CEO and similar levels		Business Leaders - VP/GM and similar levels		Others		Total
	India	Outside India	India	Outside India	India	Outside India	
Air Force	311	217	2,108	738	2,288		5,662
Government (Military + Civil)	287	368	917	698	984		3,254
Airlines	230	335	882	556	856	317	3,176
Business Aviation	382	302	667	535	758	310	2,954
Industry	410	374	825	611	770	216	3,206
Total	1,620	1,596	5,399	3,138	5,656	843	18,252

SP'S AVIATION - SECTOR BREAKDOWN OF READERSHIP (IN PERCENTAGE)

	Decision Makers - CEO and similar levels		Business Leaders - VP/GM and similar levels		Others		Total
	India	Outside India	India	Outside India	India	Outside India	
Air Force	1.70	1.19	11.55	4.04	12.54		31.02
Government (Military + Civil)	1.57	2.02	5.02	3.82	5.39		17.83
Airlines	1.26	1.84	4.83	3.05	4.69	1.74	17.40
Business Aviation	2.09	1.65	3.65	2.93	4.15	1.70	16.18
Industry	2.25	2.05	4.52	3.35	4.22	1.18	17.57
Total	8.88	8.74	29.58	17.19	30.99	4.62	100.00

TESTIMONIALS

...over the years, has created a niche for itself on matters relating to aviation, defence and security among the stakeholders.

— **Arun Jaitley, Former Minister of Defence, India** (Minister of Defence from May 16-November 9, 2014)

It is heartening to know that SP Guide Publications, New Delhi is publishing several magazines regarding civil aviation and defence sectors.

— **Yogi Adityanath, Chief Minister, Uttar Pradesh, India**

My best wishes to SP's Aviation team for informative & credible reporting. On behalf of all Air Warriors I compliment SP's Aviation team for the special issue on Air Force Day and wish them success in all their future endeavours.

— **Air Chief Marshal B.S. Dhanoa, Chief of the Air Staff, India**

...has played a stellar role in promoting public awareness about the Indian armed forces and highlighting the achievements of IAF through an array of well researched publications. On behalf of all air-warriors, I compliment SP's Aviation team.

— **Air Chief Marshal Arup Raha, Former Chief of the Air Staff, India**

My compliments and best wishes to the Editorial Board and staff of SP's Aviation for their reporting on the IAF and the excellent work that it is doing in the service of the Nation.

— **Air Chief Marshal N.A.K. Browne, Former Chief of the Air Staff, India**

The details and the analysis provided by the magazine make for informative and interesting reading.

— **Air Chief Marshal P.V. Naik, Former Chief of the Air Staff, India**

ADVERTISERS' REFERENCE

SP's Aviation has emerged as the advertisers' undisputed medium of choice for reaching the Aerospace decision makers in Asia, Pacific and the Middle-East.

BRAZIL

Embraer Defence Division
Embraer Commercial Jets
Embraer Executive Jets

CANADA

Bombardier Business Jets Dvn
Bombardier Regional Aircraft Dvn
Bombardier Specialised &
Amphibious Aircraft
CAE
Cobham

CZECH REPUBLIC

Aero Vodochody

FRANCE

ATR
CFM International
Dassault Aviation
Dassault Aviation Falcon
Eurocopter
MBDA
Rafale International
Sagem
Safran
Silvercrest
Snecma
Turbomeca

GERMANY

Airbus Defence & Space
EADS
Eurofighter
Eurojet
Lufthansa Technik
Siemens

INDIA

Bharat Electronics
Bharat Earth Movers
Hindustan Aeronautics
Indo Pacific Aviation Limited
Mahindra Aerospace
Nova Integrated Systems
Pawan Hans Helicopters
PDA Trade Fairs
Samtel

ISRAEL

Elbit Systems
Elisra
EI-Op
Israel Aerospace Industries Corporate
Israel Aerospace Industries Elta Dvn
Israel Aerospace Industries Lahav Dvn
Israel Aerospace Industries Malat Dvn
Israel Aerospace Industries MLM Dvn
Israel Military Industries
Rada Electronics
Rafael
Tadiran Communications

ITALY

AgustaWestland
Alenia Aeronautica
Elettronica
Finmeccanica
Selex Communications
Selex Galileo

NETHERLANDS

Terma

RUSSIA/ CIS

Almaz-Antey
Izhmash
KBP Instrument Design Bureau
MiG 'RAC'
Ramenskoye
Rosvoorouzhnie/ Rosoboronexport
Salut
Sukhoi Civil Aircraft
Sukhoi Superjet100
Tactical Missiles Corp
Ulianovsk Mech Plant
United Aircraft Corporation
Yakovlev Design Bureau

SWITZERLAND

Breitling
Pilatus

SOUTH AFRICA

Arm Scor
Cumulus
Denel

SPAIN

Airbus Military
EADS CASA
Indra

SWEDEN

Gripen
Saab Military Aircraft

TURKEY

Aselsan

UNITED KINGDOM

British Aerospace
Rolls-Royce
Wallop Defence

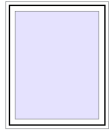
USA

Beechcraft
Boeing Commercial Aircraft Dvn
Boeing F-18 Dvn
Boeing Helicopters Dvn
Boeing IDS
Boeing Multi-Mission
Aircraft Dvn
Cessna
FlightSafety
Ford
GE
General Atomics Aeronautical Systems
Global Jet Capital
Gulfstream
Hawker Beechcraft
Honeywell
Honda Aircraft Company
ITT Industries
L3 Technologies
Lockheed Martin Aeronautical Systems
Lockheed Martin Corporate
Northrop Grumman Electronic Sys
Northrop Grumman Integrated Sys
Pratt & Whitney
Raytheon
Rockwell Collins
TEAC Aerospace Technologies
Telephonics
United Technologies

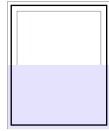
AD SPECS



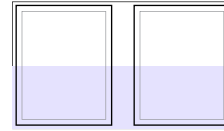
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(With 5mm bleed = 220mm x 277mm)



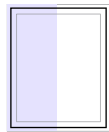
Full Page
Print area = 180mm x 226mm



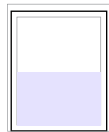
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with bleed
Trim area = 210mm x 131mm;
(with 5mm bleed = 220mm x 137mm)



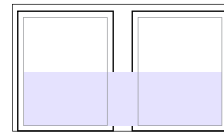
Double Spread Half Page
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(with 5mm = 430mm x 137mm)



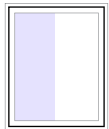
Half Page Vertical
with bleed
Trim area = 103mm x 267mm;
(with 5mm bleed = 113mm x 277mm)



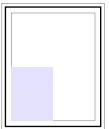
Half Page Horizontal
Print area = 180mm x 112mm



Double Spread Half Page
Print area = 420mm x 112mm



Half Page Vertical
Print area = 89mm x 226mm



Quarter Page
Print area = 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: 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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