

Back Cover: 277 x 220

Front Cover: 110 x 181

Full Page: Print area - 226 x 180 Bleed area - 267 x 210

Covers Facing Inside 2, 3 and inside 2, 3: 267 x 210

Quarter Page: 112 x 89

Half Page Vertical: 226 x 89

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

Half Page Horizontal: 112 x 180

Half Page Double Spread: 112 x 390

Covers	Height x Width (in mm)	Inside Pages	Height x Width (in mm)
Front Cover	110 x 181	Full Page Double Spread Non-Bleed	226 x 390
Back Cover	267 x 210	Bleed	267 x 420
Inside 2 Stretch	267 x 420	Bleed	277 x 430
Facing Inside 2	267 x 210	Full Page Non-Bleed	226 x 180
Inside 2	267 x 210	Bleed	267 x 210
Inside 2 Stretch	267 x 420	Bleed	277 x 220
Facing Inside 3	267 x 210	1/2 Page Double Spread	112 x 390
Inside 3 Stretch	267 x 420	1/2 Page (Vertical)	226 x 89
Facing Inside 3	267 x 210	(Horizontal)	112 x 180
Inside 3	267 x 210	1/4 Page	112 x 89
Inside 3 Stretch	267 x 420		

Front Cover Special Positions' Appearance



Barn Door Cover



Gatefold Cover



Z-fold Cover

- Size - after Trimming
- Size - Non-Bleed; - before Trimming

**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.



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SP's Aviation

News Flies. We Gather Intelligence. Every Month From India.

We strive for Excellence

An output of  
 Finest Minds



media information

About Magazine



First published in 1998 as a quarterly, not before long SP's Aviation went bi-monthly and since 2008, the journal has been coming out every month. The accelerated frequency reflects SP's determination to meet the expectations of our valued and discerning readers to gain an edge in all matters pertaining to aviation and aerospace at home and abroad. A product of the finest efforts from the house of SP's (SP Guide Publications)—renowned for niche publishing since 1964—SP's Aviation showcases key updates, incisive analysis of events, perspectives on contemporary issues, interviews with those who matter in the aerospace fraternity and is persistent in its dedication to unravel the true picture. Breaking news, we firmly believe, is only the tip of the iceberg.

Market

SP's Aviation is a medium that is the combination of the most refined, highly analytical and well-thought-of-articles on aerospace therefore unique in nature from Asia. It thus offers sharp penetration in the market which has become the centre point for the aerospace manufacturers around the globe.

A \*glimpse of the market (just India alone) and its potential:

- ▶ Civil Aviation Ministry forecasts that airlines in India will invest US\$80 billion while airports will require US\$40 billion to cope with the demand.
- ▶ Mr Praful Patel, the Indian Civil Aviation Minister has suggested that India would require 400-500 business jets within the next 5 years on one hand while 600 to 1,000 helicopters over the next 5 to 7 years, on other.
- ▶ The MRO (maintenance, repair and overhaul) market in India is likely to be US\$1.4 billion by 2015.
- ▶ The Military Aviation market will be worth US\$150 billion over next 20 years. Some of the major components are MMRCA, Transport for IAF, Helicopters requirements of Army and Navy, Maritime Patrol Aircraft for Navy, VIP and VVIP Jets for Indian Air Force and Governmental organisations, apart from others.

\*Estimates/ speculations based on various source of information. These exclude various potentials that are further in offing but are yet to be surfaced in open.

SP's Aviation, emerging as a pioneer and an aviation bible rather, in terms of quality reporting/ features/ articles/ analysis offers the most reliable medium to reach the key decision making authorities in these sectors.

Team

SP's Aviation's relentlessly expanding team comprises of some of the very finest thinking minds. Headed by Mr Jayant Baranwal, Editor in Chief, it includes some of the senior military personalities, renowned aviation experts from around the globe. To name a few:

- ▶ Air Chief Marshal (retd) F H Major
- ▶ Air Chief Marshal (retd) S Krishnaswamy
- ▶ Air Marshal (retd) Ajit Bhavnani
- ▶ Air Marshal (retd) B K Pandey
- ▶ Air Marshal (retd) V K Bhatia
- ▶ Air Marshal (retd) V Patney
- ▶ Air Marshal (retd) S Asthana
- ▶ Group Captain A K Sachdev
- ▶ Alan Peaford (UK)
- ▶ Roy Braybrook (South Africa)
- ▶ Andrew Brookes (UK)
- ▶ H R Heitman (South Africa)
- ▶ Anil R Pustam (West Indies)
- ▶ Lon O Nordeen (USA)
- ▶ Dr Sushant Deb (USA)
- ▶ Geoff Thomas (UK)
- ▶ Liz Moscrop (UK)
- ▶ Rob Coppinger (UK)
- ▶ Brendan Gallagher (UK)
- ▶ David Fullbrook (Hong Kong)

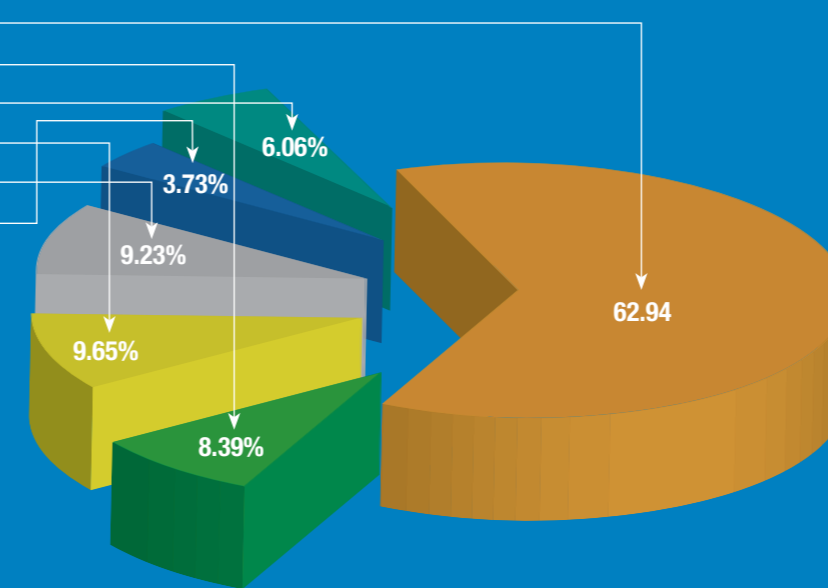
Areas Covered

Everything that happens in the air in terms of technological developments, in terms of strategic plans, in terms of modernisation and expansion plans of military aviation and civil aviation sectors. All the flying manned and unmanned machines, those who fly 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 very part of editorial initiatives.



Circulation & Readership

- ▶ South & Central Asia (incl. India): 13,500 copies
- ▶ West Asia & Africa: 1,800 copies
- ▶ South-east Asia: 1,300 copies
- ▶ Americas: 2,070 copies
- ▶ Europe: 1,980 copies
- ▶ CIS: 800 copies



- ▶ Total circulation: 21,450 copies
- ▶ Total print run: 21,850 copies
- ▶ Readership: 1,50,150 (average: 7 persons a copy)

Readership Profile

Government	Military	Civil	Corporates/ OEMs
<ul style="list-style-type: none"> <li>▶ Minister of External Affairs, Minister of Home Affairs</li> <li>▶ Governors, Chief Ministers, Members of Parliament</li> <li>▶ Diplomats</li> <li>▶ Defence Minister</li> <li>▶ Secretaries</li> <li>▶ Additional Secretaries</li> <li>▶ Joint Secretaries - DDP&amp;S &amp; DRDO</li> <li>▶ Economic Advisor</li> <li>▶ Financial Contoller</li> <li>▶ Technical Managers</li> <li>▶ Financial Managers</li> <li>▶ DRDO (Defence R&amp;D Organisation)</li> <li>▶ Scientific Adviser to Defence Minister</li> <li>▶ Chief Controllers</li> <li>▶ Technical Directorates</li> <li>▶ Corporate Directorates</li> <li>▶ R&amp;D establishments</li> <li>▶ Army, Air Force, Navy, Coast Guard</li> <li>▶ Chief of Air Staff</li> <li>▶ Chief of Army Staff</li> <li>▶ Chief of Navy Staff</li> <li>▶ Air Officer Commanding-in-Chief</li> <li>▶ Deputy Chiefs</li> <li>▶ Air Officer in Chief Maintenance</li> <li>▶ Assistant Chief of Air Staff - Plans</li> <li>▶ Chief Engineers</li> </ul>	<ul style="list-style-type: none"> <li>▶ Chief Signal Officers</li> <li>▶ General Officer Commanding</li> <li>▶ Director General</li> <li>▶ Additional Director General</li> <li>▶ Deputy Director General</li> <li>▶ Quarter Master General</li> <li>▶ Assistant Chief of Air Staff, Finance</li> <li>▶ Principal Directors, Staff Requirements</li> <li>▶ Staff Officers</li> <li>▶ Assistant Controller</li> <li>▶ Principal Directors</li> <li>▶ Director Generals</li> <li>▶ Deputy Director General</li> <li>▶ Defence Public Sector Undertakings such as HAL, BEL</li> <li>▶ Managing Director</li> <li>▶ Executive Director</li> <li>▶ General Manager</li> <li>▶ Chief of Civil Aviation</li> <li>▶ Engineers Association</li> <li>▶ Ministry of Civil Aviation</li> <li>▶ Minister of Civil Aviation</li> <li>▶ Joint Secretary</li> <li>▶ Under Secretary</li> <li>▶ Deputy Secretary</li> <li>▶ DGCA (Director General Civil Aviation, India)</li> <li>▶ Deputy Director General</li> <li>▶ Deputy Director of Administration</li> <li>▶ Director</li> <li>▶ Deputy Director</li> </ul>	<ul style="list-style-type: none"> <li>▶ Assistant Director</li> <li>▶ Section Officer</li> <li>▶ Senior Scientific Officers</li> <li>▶ Senior Pilots</li> <li>▶ Flying Training Directorate</li> <li>▶ Administration Directorate</li> <li>▶ Air Safety Directorate</li> <li>▶ Regulation &amp; Information Directorate</li> <li>▶ Library Chief</li> <li>▶ Air Transport Directorate</li> <li>▶ Flight Inspection Directorate</li> <li>▶ Training &amp; Licensing Directorate</li> <li>▶ R&amp;D Directorate</li> <li>▶ Bureau of Civil Aviation Security</li> <li>▶ Commissioner</li> <li>▶ Deputy Commissioner</li> <li>▶ Regional Deputy Commissioner</li> <li>▶ Controller of Explosive</li> <li>▶ Director</li> <li>▶ Aerodrome Officer</li> <li>▶ Instructor</li> <li>▶ Technical Officer</li> <li>▶ Assistant General Manager</li> <li>▶ Airport Director</li> <li>▶ Assistant General Manager</li> <li>▶ Deputy General Manager</li> <li>▶ Pilots &amp; Co-Pilots</li> <li>▶ Deputy Airport Director</li> </ul>	<ul style="list-style-type: none"> <li>▶ Executive Director</li> <li>▶ General Manager</li> <li>▶ Joint General Manager</li> <li>▶ President</li> <li>▶ Senior Manager</li> <li>▶ Global Airlines (incl Domestic players), Cargo Carriers, Regional Operators, Scheduled and Non-Scheduled Operators/ Chartered Service Operators</li> <li>▶ Chairman</li> <li>▶ Vice Chairman</li> <li>▶ Directors</li> <li>▶ Executive Directors</li> <li>▶ CEOs, COOs, CFOs</li> <li>▶ Executive Vice Presidents</li> <li>▶ General Managers</li> <li>▶ Pilots &amp; Co-Pilots</li> <li>▶ Reg Mgrs/Tech Mgrs/Engineering/Scientific &amp; Design Management</li> <li>▶ Heads - Aviation Department</li> <li>▶ Public Relation Departments</li> <li>▶ Delegation/Liaison Officials/Flight Operations and Maintenance</li> <li>▶ Purchasing/Procurement/ Administrative Management</li> <li>▶ Chairman ISRO</li> <li>▶ Scientific Advisers</li> <li>▶ Satellite Operators</li> </ul>

Advertisers' Reference

SP's Aviation's recognition reflects in the fact that the global advertiser's base is consistently expanding. It has emerged as a medium, the major players would like to be seen with.

- ▶ **Brazil**
  - ▶ Embraer Defence Division
  - ▶ Embraer Commercial Jets
- ▶ **Canada**
  - ▶ Bombardier Business Jets Dvn
  - ▶ Bombardier Regional Aircraft Dvn
  - ▶ Bombardier Specialised & Amphibious Aircraft
  - ▶ CAE
- ▶ **Czech Republic**
  - ▶ Aero Vodochody
- ▶ **France**
  - ▶ ATR
  - ▶ CFM International
  - ▶ Dassault Aviation
  - ▶ Dassault Aviation Falcon Jet Dvn
  - ▶ MBDA
  - ▶ Rafale International
  - ▶ Sagem
  - ▶ Safran
  - ▶ Snecma
  - ▶ Turbomeca
- ▶ **Germany**
  - ▶ EADS
  - ▶ Eurofighter
  - ▶ Eurojet
- ▶ **India**
  - ▶ Bharat Electronics
  - ▶ Bharat Earth Movers
  - ▶ Hindustan Aeronautics
  - ▶ Indo Pacific Aviation Limited
  - ▶ Pawan Hans Helicopters
  - ▶ PDA Trade Fairs
- ▶ **Israel**
  - ▶ Elbit Systems
  - ▶ Elisra
  - ▶ El-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
  - ▶ Rafael
  - ▶ Tadiran Communications
- ▶ **Italy**
  - ▶ AgustaWestland
  - ▶ Alenia Aeronautica
  - ▶ Elettronica
  - ▶ Finmeccanica
  - ▶ Selex Communications
  - ▶ Selex Galileo
- ▶ **Russia/ CIS**
  - ▶ Almaz-Antey
  - ▶ Izhmash
  - ▶ KBP Instrument Design Bureau
  - ▶ MIG 'RAC'
  - ▶ Ramenskoye
  - ▶ Rosvoorouzhnie/ Rosoboronexport
  - ▶ Salut
  - ▶ Sukhoi Civil Aircraft
  - ▶ Tactical Missiles Corp
  - ▶ Ulianovsk Mech Plant
  - ▶ Yakovlev Design Bureau
- ▶ **Switzerland**
  - ▶ Breitling
- ▶ **South Africa**
  - ▶ Armscor
- ▶ **Spain**
  - ▶ Airbus Military
  - ▶ EADS CASA
  - ▶ Indra
- ▶ **Sweden**
  - ▶ Gripen
  - ▶ Saab Military Aircraft
- ▶ **Turkey**
  - ▶ Aselsan
- ▶ **UK**
  - ▶ British Aerospace
  - ▶ Rolls-Royce
  - ▶ Wallop Defence
- ▶ **USA**
  - ▶ Boeing Commercial Aircraft Dvn
  - ▶ Boeing F-18 Dvn
  - ▶ Boeing Helicopters Dvn
  - ▶ Boeing IDS
  - ▶ Boeing Multi-Mission Aircraft Dvn
  - ▶ Cessna
  - ▶ Gulfstream
  - ▶ Honeywell
  - ▶ ITT Industries
  - ▶ Lockheed Martin Aeronautical Systems
  - ▶ Lockheed Martin Corporate
  - ▶ Northrop Grumman Electronic Sys
  - ▶ Northrop Grumman Integrated Sys
  - ▶ Pratt & Whitney
  - ▶ Raytheon
  - ▶ Rockwell Collins
  - ▶ TEAC Aerospace Technologies
- ▶ **Cumulus**
  - ▶ Denel

Testimonials

- ▶ "I am thankful for copies of SP's Aviation." **Narendra Modi, Chief Minister – Gujarat** useful." **Mani Shankar Aiyar, Sports Minister** interesting reading." **Air Chief Marshal P V Naik, IAF Chief**
- ▶ "I am happy that SP's Aviation raised an important issue of Global Emissions." **Vilasrao Deshmukh, Chief Minister – Maharashtra**
- ▶ "Thanks for latest SP's Aviation addressed to Mr Ratan Tata." **GM – Chairman office, Tata Sons**
- ▶ "SP's Aviation has grown and proved to be a widely read magazine. An informative and
- ▶ "Thanks on behalf of the Director General. We do appreciate the effort of promoting civil aviation sector in the region." **S I Magamamudali, Dy Director – HR & Office Management, Civil Aviation Authority of Sri Lanka**