

# BIZAV INDIA

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An initiative by **SP GUIDE PUBLICATIONS** &



## MEDIA KIT 2020

### WHY WE THE “SP’s”

WE ARE UNMATCHED FOR DECADES OVER DECADES

WE ARE WELL RECEIVED - UNLIKE ANY OTHERS

WE WORK WITH UTMOST INTEGRITY AND INGENUITY -  
UNLIKE ANY OTHERS

WE REMAIN EMOTIONAL AND FOCUSED TOWARDS OUR  
HARDWORK - THIS IS OUR AND ONLY OUR USP

WE ARE OBSESSED WITH THE INTERESTS OF OUR PRESTIGIOUS  
CLIENTS AND THIS HAS BEEN THE CASE SINCE LAST FEW  
DECADES AND WE CONTINUE TO REMAIN SO FOR FUTURE -  
THIS IS OUR INTEGRAL USP

WE ARE VERY OFTEN COPIED BY THE OTHERS BUT COPY-CATS  
CAN NEVER MATCH THE ORIGINAL



**SP GUIDE PUBLICATIONS**

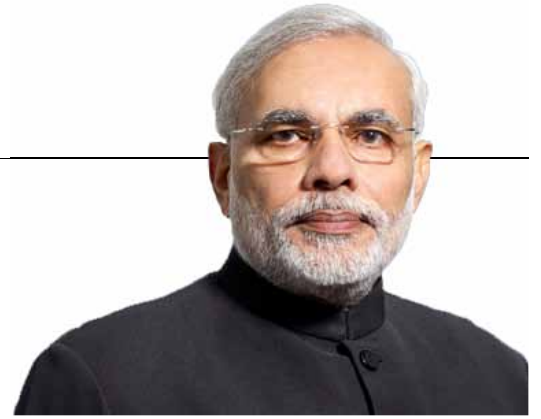


## OUR MARKET

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.

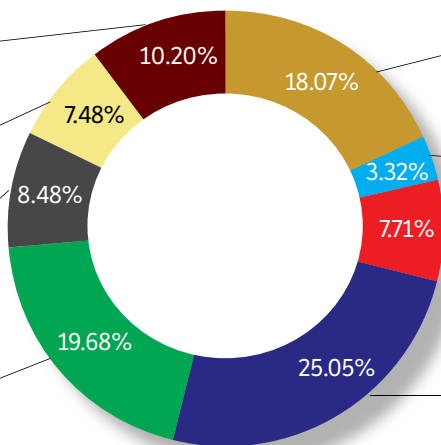
**BizAvIndia** magazine is published once in every quarter and is circulated along with **SP's Aviation**, a well-established aviation publication commanding circulation of nearly 22,000 copies.

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	Copies
GOVERNMENT (MoCA, DGCA, AERA, MoF, MEA, AAI, CMs/Governors, SERVICE CHIEFS, Air HQ, Staff Officers, Protocol Offices, VIPs, Embassies)	1,594
MEMBERS OF PARLIAMENT (including ALL CABINET AND MINISTERS OF STATE)	293
CORPORATE HOUSES/ CORPORATE HOUSE OWNERS	680
BUSINESS AVIATION OPERATORS (NSOPs, CHARTER, PRIVATE, AIRCRAFT MANAGEMENT COMPANIES, etc.)	2209
BA/GA INDUSTRY (AVIONICS, IFE, INTERIORS, TRAINING, LEASING, FUEL, FBO, etc.)	1736
BUSINESS AIRCRAFT MANUFACTURERS (AIRFRAMES + ENGINES)	748
SCHEDULED OPERATORS (AIRLINES)	660
BAOA, OTHER ASSOCIATIONS, IRGUA, FLYING CLUBS/INSTITUTES, PILOTS, ACADEMICIANS, etc.	900
<b>TOTAL CIRCULATION</b>	<b>8,820</b>
<b>READERSHIP</b>	<b>1,00,000+</b>



Government (MoCA, DGCA, AERA, MoF, MEA, AAI, CMs/Governors, Service Chiefs, Air HQ, Staff Officers, Protocol Offices, VIPs, Embassies)

Members of Parliament (including all Cabinet and Ministers of State)

Corporate Houses/ Corporate House Owners

Business Aviation Operators (NSOPs, Charter, Private, Aircraft Management Companies, etc.)

# 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 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.

## BREAKDOWN OF DISTRIBUTION - in numbers

	Decision Makers – C-SUITE	Business Leaders – VP/GM and similar levels	Middle Management Level	Total
GOVERNMENT (MoCA, DGCA, AERA, MoF, MEA, AAI, CMs/Governors, SERVICE CHIEFS, Air HQ, Staff Officers, Protocol Offices, VIPs, Embassies)	453	499	642	1594
MEMBERS OF PARLIAMENT (including ALL CABINET AND MINISTERS OF STATE)	293	-	-	293
CORPORATE HOUSES/ CORPORATE HOUSE OWNERS	680	-	-	680
BUSINESS AVIATION OPERATORS (NSOPs, CHARTER, PRIVATE, AIRCRAFT MANAGEMENT, ETC.)	617	765	827	2209
BA/GA INDUSTRY (AVIONICS, IFE, INTERIORS, TRAINING, LEASING, FUEL, FBO, ETC.)	698	580	458	1736
BUSINESS AIRCRAFT MANUFACTURERS (AIRFRAMES + ENGINES)	121	233	394	748
SCHEDULED OPERATORS (AIRLINES)	196	221	243	660
BAOA, OTHER ASSOCIATIONS, IRGUA, FLYING CLUBS/INSTITUTES, PILOTS, ACADEMICIANS, ETC.	900	-	-	900
<b>TOTAL DISTRIBUTION</b>	<b>3958</b>	<b>2298</b>	<b>2564</b>	<b>8820</b>

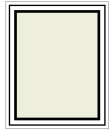
## BREAKDOWN OF DISTRIBUTION - In percentage

	Decision Makers - C-SUITE	Business Leaders - VP/GM and similar levels	Middle Management Level	Total
GOVERNMENT (MoCA, DGCA, AERA, MoF, MEA, AAI, CMs/Governors, SERVICE CHIEFS, Air HQ, Staff Officers, Protocol Offices, VIPs, Embassies)	5.14	5.66	7.28	18.07
MEMBERS OF PARLIAMENT (including ALL CABINET AND MINISTERS OF STATE)	3.32	-	-	3.32
CORPORATE HOUSES/ CORPORATE HOUSE OWNERS	7.71	-	-	7.71
BUSINESS AVIATION OPERATORS (NSOPs, CHARTER, PRIVATE, AIRCRAFT MANAGEMENT, ETC.)	7.0	8.67	9.38	25.05
BA/GA INDUSTRY (AVIONICS, IFE, INTERIORS, TRAINING, LEASING, FUEL, FBO, ETC.)	7.91	6.58	5.19	19.68
BUSINESS AIRCRAFT MANUFACTURERS (AIRFRAMES + ENGINES)	1.37	2.64	4.47	8.48
SCHEDULED OPERATORS (AIRLINES)	2.22	2.51	2.76	7.48
BAOA, OTHER ASSOCIATIONS, IRGUA, FLYING CLUBS/INSTITUTES, PILOTS, ACADEMICIANS, ETC.	10.20	-	-	10.20
<b>TOTAL DISTRIBUTION</b>	<b>44.88</b>	<b>26.05</b>	<b>29.07</b>	<b>100.00</b>

# AD SIZES & SPECIFICATIONS



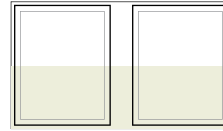
Full page with bleed  
210mm x 267mm (trimming area); 220mm x 277mm (with 5mm bleed all around)



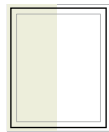
Full page type area  
180mm x 226mm



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



Double Spread half page with bleed  
420mm x 131mm (trim area);  
430mm x 136mm (with 5mm bleed outside)



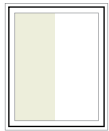
Half page vertical with bleed  
104mm x 267mm (trim area)  
109mm x 277mm (with 5mm bleed outside)



Half page Horizontal  
180mm x 112mm



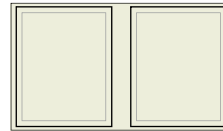
Double Spread half page  
420mm x 112mm (type area)



Half page vertical  
89mm 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**



**CORPORATE OFFICE**

A-133 Arjun Nagar, (Opposite Defence Colony)

New Delhi 110003, India.

Tel: +91 (11) 24644693, 24644763, 24620130

Fax: +91 (11) 24647093

E-mail:

**[advertising@spguidepublications.com](mailto:advertising@spguidepublications.com)**

Websites:

**[www.sps-aviation.com/bizavindiasupplement](http://www.sps-aviation.com/bizavindiasupplement)**

**[www.spguidepublications.com](http://www.spguidepublications.com)**