

SP's



AN SP GUIDE PUBLICATION

airbus

AN EXCLUSIVE MAGAZINE ON CIVIL AVIATION FROM INDIA



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



THE PUBLICATION

During the last decade, there has been an explosive growth in the demand for air travel in Asia on account of economic growth and the emergence of low-cost carriers on the scene. This has provided a powerful impetus to the civil aviation industry across the Asia-Pacific and has spurred the growth of aviation related infrastructure such as airports and MRO facilities.

SP's Airbuz, a bi-monthly magazine dedicated to civil aviation, delves into the micro level issues of the sector whose rapid and intransigent growth has overwhelmed pundits and purists alike. The best ever magazine dedicated to civil aviation from India, *SP's Airbuz* offers a collection of indepth, incisive and analytical contents, affording readers connectivity to the potentials and challenges that best characterise the ground realities of this booming industry.

REGIONAL PERSPECTIVE

Striving to filling the void for a single authoritative source of credible information on Civil Aviation across the Asia-Pacific, including the Middle East, *SP's Airbuz* has grown tremendously since its launch in 2008 and is now a leading B2B magazine on Civil Aviation covering the region.

SP's Airbuz is a unique vehicle to showcase the phenomenal growth of the civil aviation industry in this region and the roles of OEMs involved in the industry from different parts of the world.

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.



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

SP's Airbus has now established itself as a leading source of aviation information covering all aspects of commercial and general aviation in terms of technological developments, in terms of strategic plans, in terms of modernisation and expansion plans of all civil aviation sectors. All issues concerning civil aviation business, technology, air transport, cargo, business aviation, avionics, aero engines, MRO, safety & environment, charter services, navigation systems, airlines, aircraft interiors, finance and much, much more happening in the civil aviation sector across the Asia-Pacific are addressed in *SP's Airbus* magazine.



CIRCULATION

DISTRIBUTION

Within India	5300
South Asian Countries (except India)	370
South East Asia	1050
Far East Asia + Pacific	980
Middle East	1225
Europe + CIS	300
Americas	400
Promotional activities	300
Total Circulation	9925
Total Print Run	9990
Readership	80000+



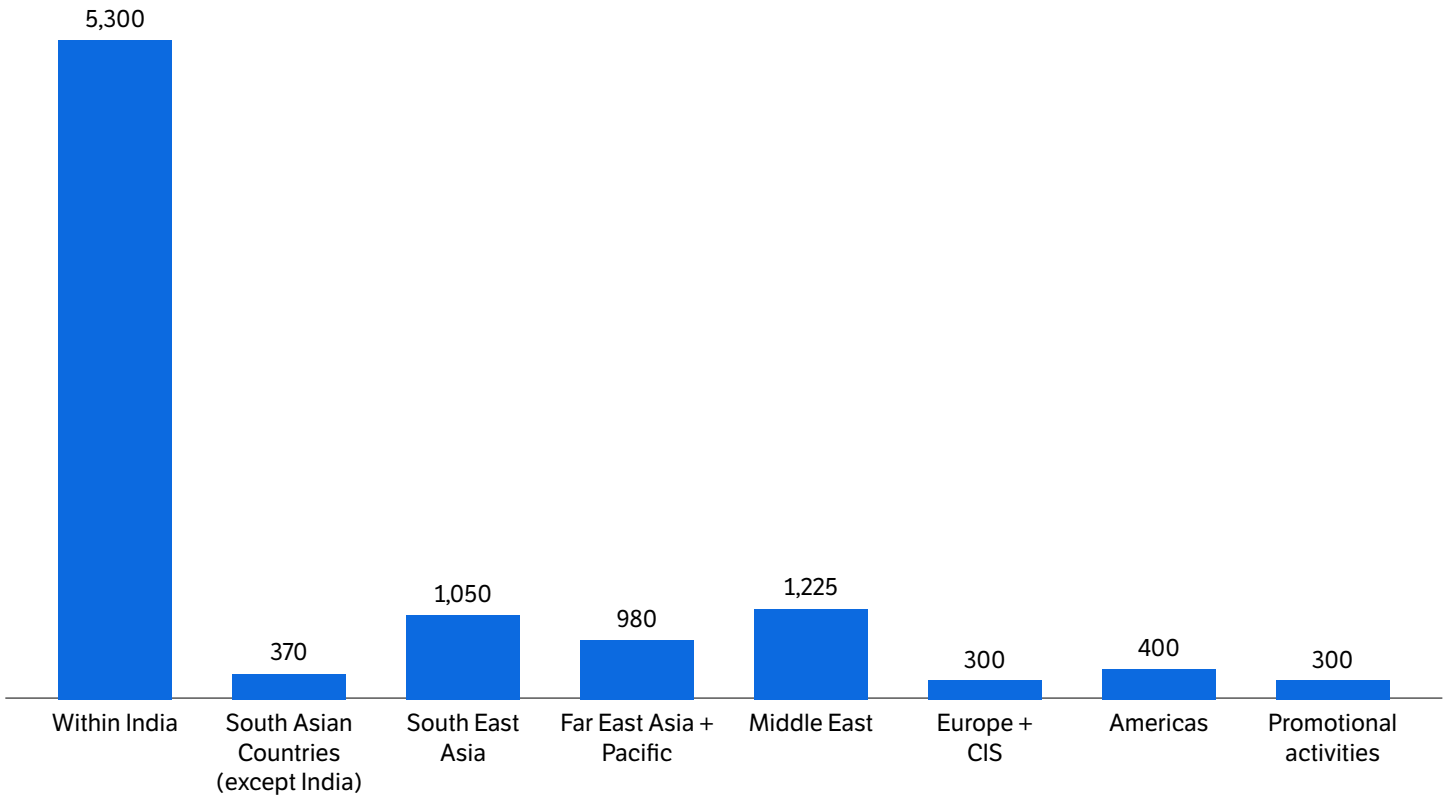
READERSHIP

SP's Airbus is circulated across Asia-Pacific and Middle East to a carefully selected target audience of Professionals and decision makers in civil 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

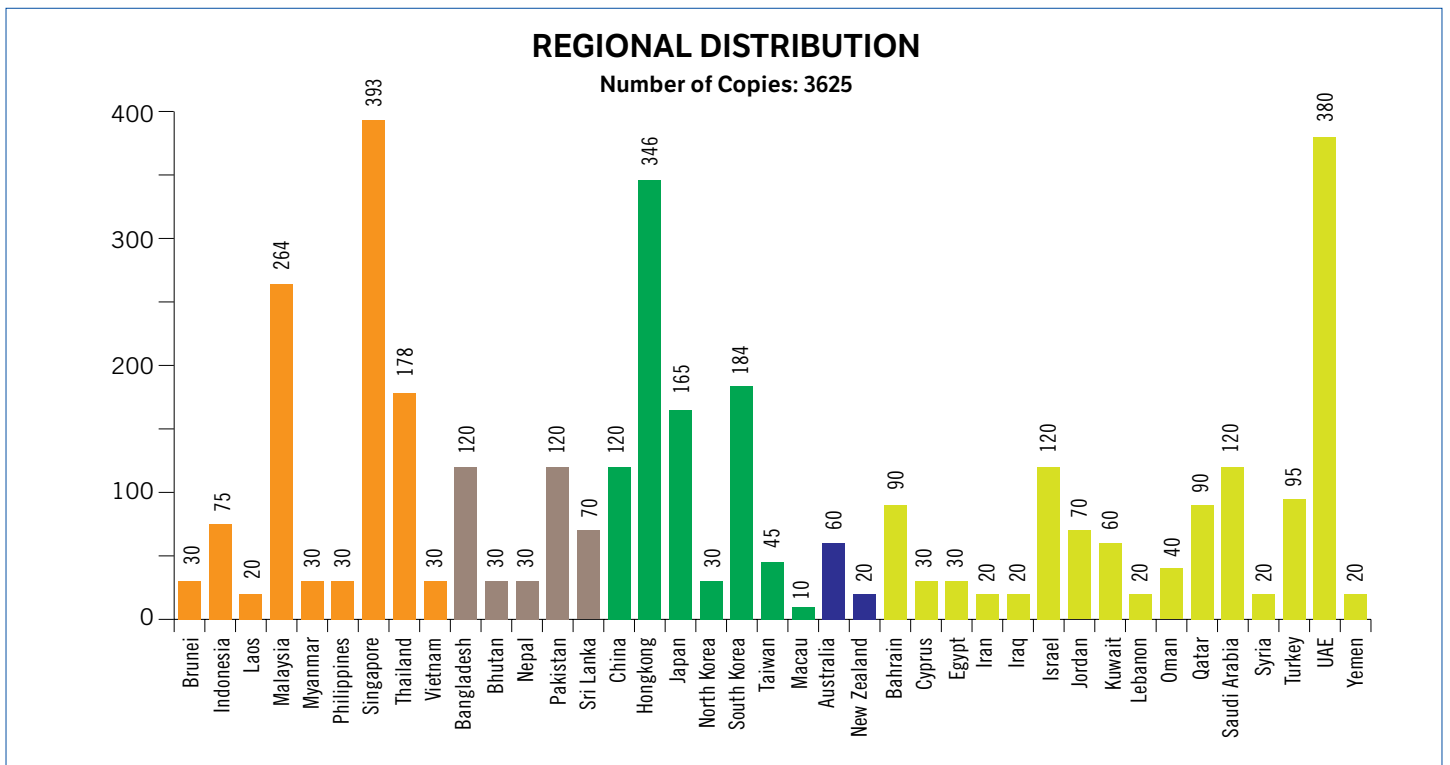
aviation professionals from the aviation industry.

- Government (Ministries, Civil Aviation Authority, Regulators)
- Airport Authorities
- Airlines (Commercial, Business, General Aviation & Cargo)
- Civil Aviation Industry
- Training Academies/Institutes
- Aviation Associations and others

DISTRIBUTION AS PER REGIONS



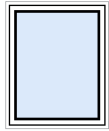
REGIONAL DISTRIBUTION



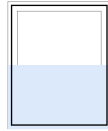
AD SIZES & SPECIFICATIONS



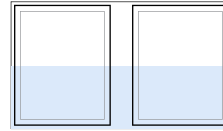
Full page with bleed
210mm x 267mm (trimming area); 220mm x 277mm (with 5mm bleed all around)



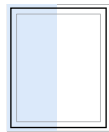
Full page type area
180mm x 226mm



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)



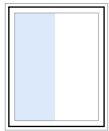
Half page vertical with bleed
104mm x 267mm (trim area)
109mm x 277mm (with 5mm bleed outside)



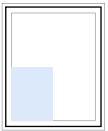
Half page Horizontal
180mm x 112mm



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



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