

# 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 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 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.



“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

## 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.



# 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.

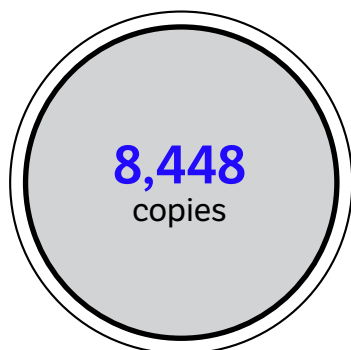


# CIRCULATION & READERSHIP

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
<b>Total Circulation</b>	<b>18,852</b>
<b>Total Print Run</b>	<b>19,000</b>
<b>Readership</b>	<b>1,20,000+</b>



## Distribution as per Category



Within India (Military)



Within India (Civil)

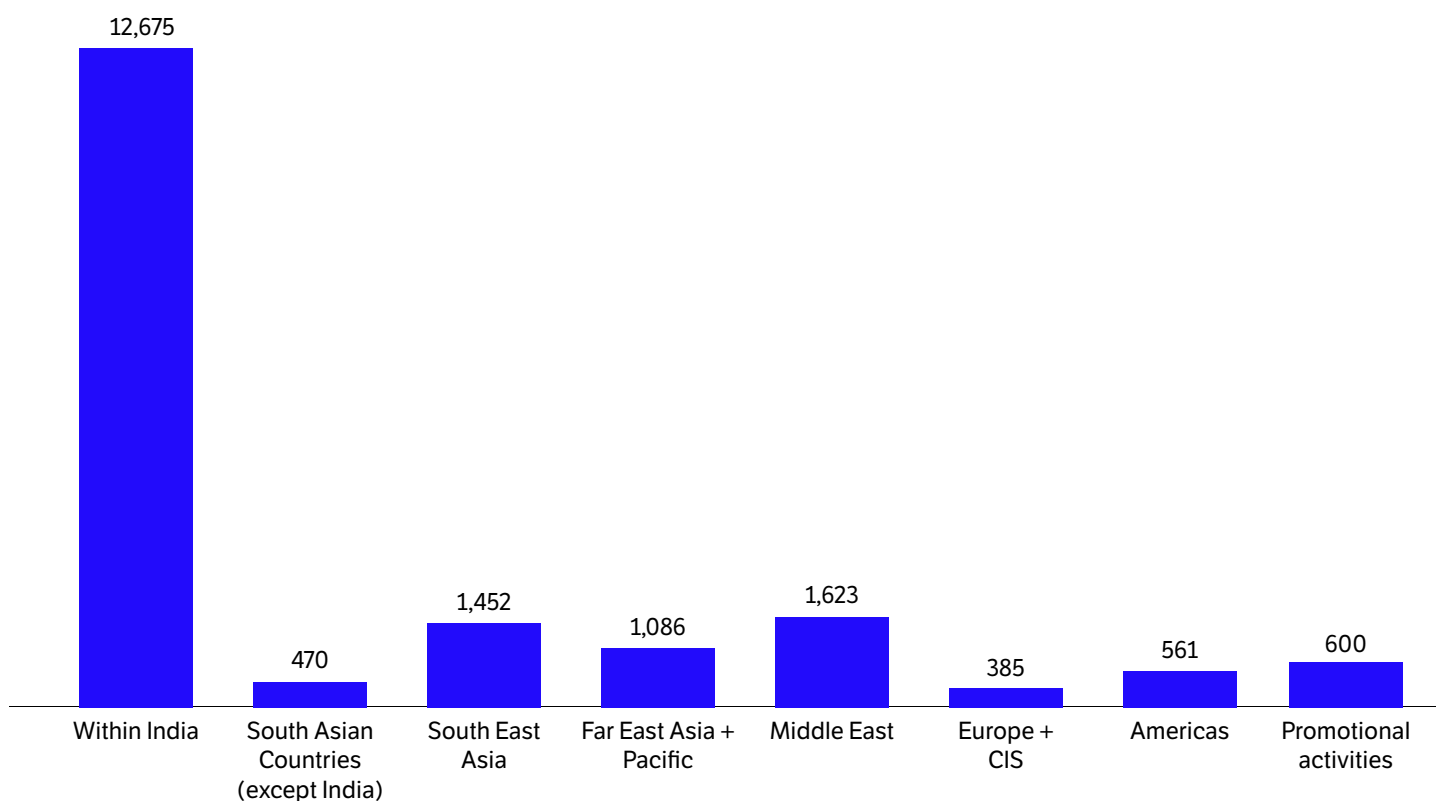


Outside India (Military)



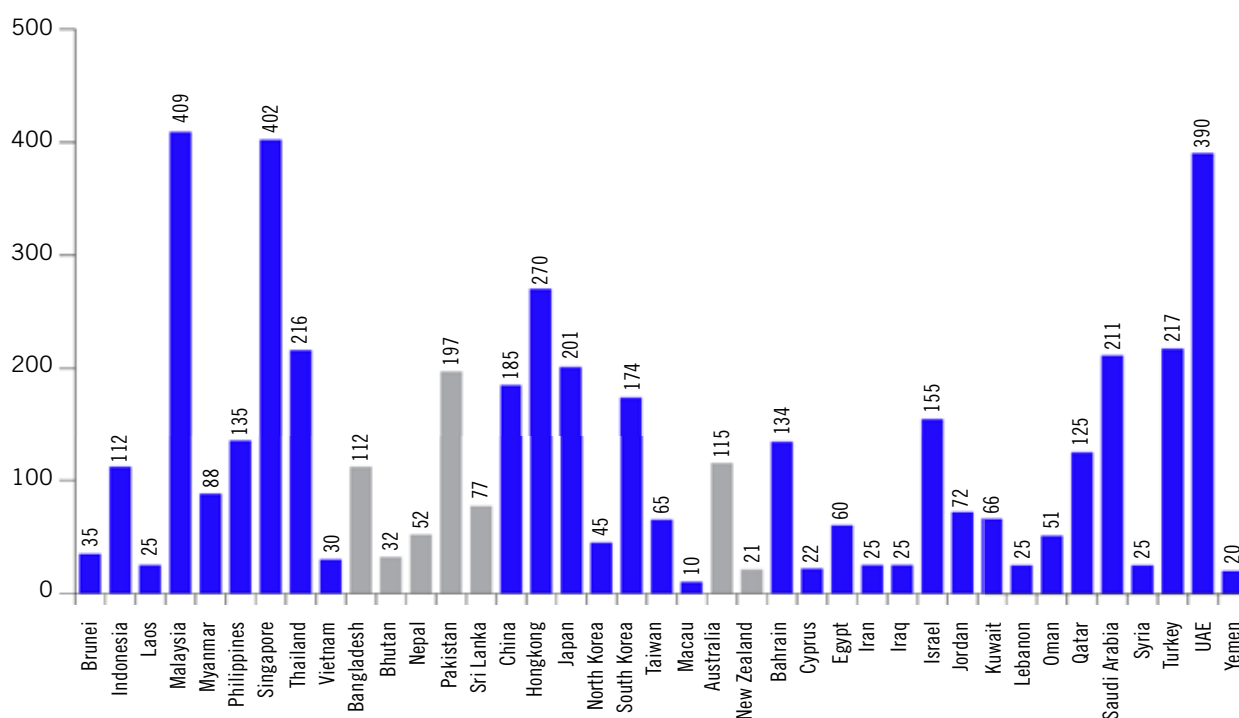
Outside India (Civil)

## 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
<b>Total</b>	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
<b>Total</b>	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

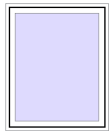
### **USA**

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

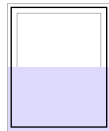
# AD SPECS



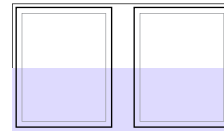
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(With 5mm bleed = 220mm x 277mm)



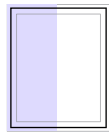
Full Page  
Print area = 180mm x 226mm



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



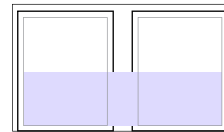
Double Spread Half Page  
with bleed  
Trim area = 420mm x 131mm;  
(with 5mm = 430mm x 137mm)



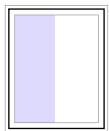
Half Page Vertical  
with bleed  
Trim area = 103mm x 267mm;  
(with 5mm bleed = 113mm x 277mm)



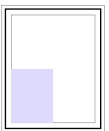
Half Page Horizontal  
Print area = 180mm x 112mm



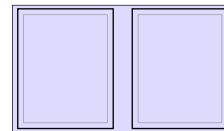
Double Spread Half Page  
Print area = 420mm x 112mm



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**



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