

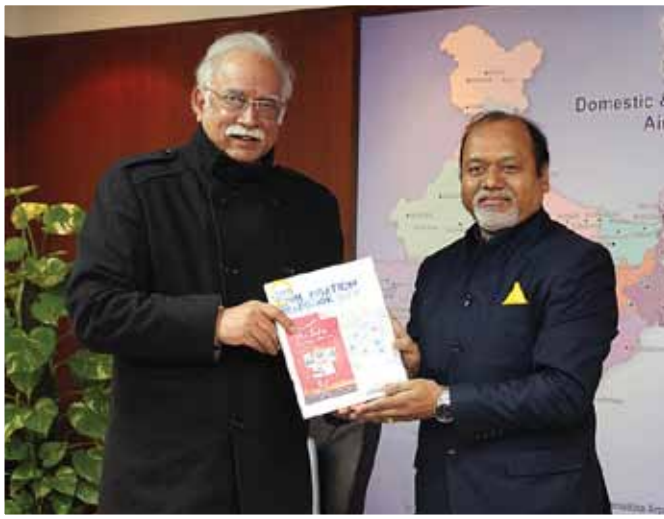
SP'S CIVIL AVIATION YEARBOOK 2020

A BIBLE IN THE SPACE OF CIVIL AVIATION

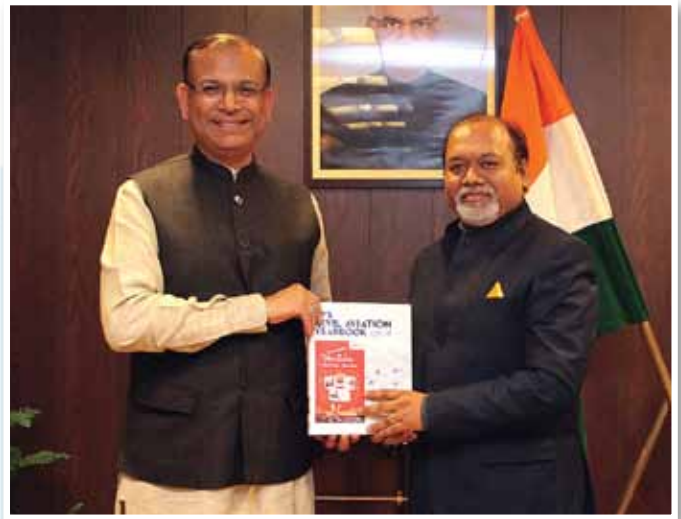
The background of the cover features a stylized globe with a network of glowing blue lines and dots, suggesting a global flight network. Several white airplane icons are scattered across the globe, flying in various directions. The overall color scheme is dark blue with bright blue highlights from the glowing lines.

MEDIA INFORMATION

LAUNCHING OF THE INAUGURAL ISSUE



SP Guide Publications premier publication on civil aviation **SP's Civil Aviation Yearbook** was released by the then
● **Minister of Civil Aviation Ashok Gajapati Raju.**



Former Minister of State for Civil Aviation Jayant Sinha receiving a copy of **SP's Civil Aviation Yearbook** from
● **Publisher and Editor-in-Chief of SP Guide Publications Jayant Baranwal.**

TESTIMONIALS

'You are flying so high that no-one can touch you.'

— **Suresh Prabhu,**
Former Union Minister of Civil Aviation

**'Why don't we have something like this on the civil aviation'...
'Finally it has arrived.'**

— **Ashok Gajapati Raju, Former Union Minister of Civil Aviation**

'It's a handy book.'

— **Jayant Sinha, Former Minister of State for Civil Aviation**

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

My best wishes to SP Guide Publications for its future endeavours.'

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

'It's a very useful book. We wonder if we can also contribute some articles.'

— **Dr Shefali Juneja, Director, Ministry of Civil Aviation**

'I am in receipt of the SP Guide Publications' inaugural issue of Civil Aviation Year Book 2017-18. The diagonal flip-through assured me of the quality of the publication and the assurance to be a resourceful reading. Thanks for sending me a copy of the issue.'

— **S. Raheja, Member (Planning), Airports Authority of India**

'The yearbook is excellent. Kudos to you and your team! We finally have a world class yearbook on our cherished civil aviation sector... We appreciate the marvelous job done by SP Publications over decades.'

— **Amber Dubey, Partner and Head, Aerospace and Defense, KPMG in India**

The inaugural issue has received overwhelming response from various stakeholders. This level of support from our readership is giving us all the confidence we need to move forward with our Yearbook and to continue working on the same relentlessly. Thereby ensuring that the vacuum of the information which by far existed (till the time we introduced and circulated the inaugural issue of *SP's Civil Aviation Yearbook*) in Asia-Pacific, Central Asia and Middle East is being well addressed. We indeed keenly look forward to working with all the stakeholders towards one cause: the greater success and enrichment of commercial aviation in this part of the world.



“..if it is information you require this will save a lot of time on Google or other research to get the information all in one place...”

—Alan Peaford, Editor-in-Chief FINN, (Farnborough International News Network), Editor of Arabian Aerospace African Aerospace and UK's ADS Advance

OBJECTIVE

SP's Civil Aviation Yearbook is a treasure of accurate, relevant and indispensable information, collated to give an edge to businesses, policies and the aviation segment at large. It is the most effective platform to reach the flag-bearers in the ministries, regulators, aircraft manufacturers, aircraft operators, airports, cargo companies and all associated aviation companies and aircraft users.

KEY ELEMENTS

SP's Civil Aviation Yearbook includes among other aspects:

- **Indian Commercial Airlines – Outlook & Trends**
- **Business & General Aviation in India – Outlook & Trends**
- **Airports Development in India**
- **Indian MRO Market Information**
- **Indian Cargo Market Information**
- **Regulatory Issues in India**
- **Asia and Middle East Aviation Market Intelligence**
- **16 Countries Aviation Information**
- **Who's Who in Asia & Middle East**

...and more!

SP'S CIVIL AVIATION YEARBOOK

With a view to provide all stakeholders in the aviation world with a single source of comprehensive information, ***SP's Civil Aviation Yearbook*** was launched as an exhaustive reference manual and presents the most effective platform to reach thought leaders, policy makers and decision takers in the airlines, airports and the Government along with the industry. With its rich content and holistic insights garnered from the opinions and perspectives of experts in the field, it is a veritable treasure-trove of accurate, relevant and indispensable information.

INDIA, ASIA AND THE MIDDLE EAST – MARKETS THAT WILL CHANGE THE AVIATION WORLD

CIVIL AVIATION IN INDIA

Indian Civil Aviation is on the cusp of take-off! Under the tutelage of a very supportive Ministry of Civil Aviation. Drastic reforms and serious policy changes are being touted to unshackle the potential of the Indian Civil Aviation market. Initial response of all these positive moves have been highly encouraging with the Indian Civil aviation sector regularly clocking a growth of 20-25%, one of the highest growth rates in the world. Going forward, India is expected to be among the top three aviation markets in the world soon.

SP' Civil Aviation Yearbook is the single, most comprehensive source for -

- exhaustive information on civil aviation in India with indepth details and analysis on all aspects of civil aviation like regulators, airports, airlines, after market, etc...
- an insight on 15 emerging aviation economies in Asia and the Middle East with information about airlines, airports and other related operators in 15 key Asian countries.
- analysis that will help strategize your business plans. Your must have information guide to be a part of the Civil Aviation sector in India, Asia and the Middle East.



CIVIL AVIATION: INTELLIGENCE & TRENDS SIMPLIFIED

Commercial Airliners

India and China are already economic powerhouses and aviation is soaring. Airlines in Asia achieved a net profit of \$5.0 billion in 2015 (up from \$3.5 billion in 2014). The future holds enormous potential as passenger and cargo markets are going to open up fast. Middle East airlines have one of the lowest breakeven load factors (58.6%). Airlines such as Emirates, Etihad Airways, Qatar Airways have started dominating. Airports are major hubs on the East-West axis. Middle East is going to dictate air transportation and logistics.

Business Aviation

Operators in India and Asia, where many of the industry's major players still have high expectations for long-term future growth, report new jet acquisition plans for 12 per cent of their fleet. Fleets in this region have been growing at double digit rates throughout the past five years and should continue to expand at strong, if slightly slower, rates over the next few years. The business jet fleet size in the Middle East is projected to grow from present 500 to 1,375 by 2020, according to the Middle East Business Aviation Association, while the regional business aviation sector will be worth around \$1.3 billion.

Helicopters

Honeywell Aerospace expects that 4,800–5,500 civilian-use helicopters will be delivered during 2014–18. In the Asian region, the players are focused on India and China. It is expected that in the next decade the business aviation industry in India will grow three times and emerge as the third largest aviation market by 2020.

These are astounding figures.

- **Where is this demand coming from,**
- **What are the demand drivers,**
- **What policies are facilitating the Indian and regional aviation boom.**

These are just a few questions that the industry would like to have answers for, in a simplified but comprehensive manner



FOCUS AREAS

In-depth articles/information on the following:

- Aero Engines
- Air Cargo
- Airport Development and Management
- Aircraft Financing and Insurance
- Aircraft Interiors
- Air Navigation Services
- ATF
- Avionics
- Corporate Social Responsibility (CSR)
- FBO
- General Aviation
- Green Aviation
- Human Resource Development and Management
- Inflight entertainment
- MRO
- Safety and Training
- Satellite-based Air Traffic Management
- Satellite-based High-Speed Data Communications



ADVERTISE & GET NOTICED

SP's Civil Aviation Yearbook is the perfect carrier for ensuring assertive market penetration that fuels high brand recall in a market size estimated to be over \$5 trillion in the next 20 years. As each country's economy spirals upward, the necessity for air transport for economic growth and sustainable development become vital, demanding a much stronger role from its aviation sector. India is a classic example of a surging aviation market, expected to be among the top three aviation markets soon.

SP's Civil Aviation Yearbook is the only reference document relied upon heavily and undisputedly by the leaders, decision makers and the top executives in all concerned areas of civil aviation. Consequently, ***SP's Civil Aviation Yearbook*** offers sharp and repeat market penetration throughout the year.



SP GUIDE PUBLICATIONS

SP Guide Publications was established in 1964 by Shri S.P. Baranwal. Daring to tread the path that very few can even dream of venturing into, it was his foresight which a year later fructified into the *SP's Military Yearbook*, one of the most trusted, reliable and reputed names for Military information, popularly known as the '**Bible of Military Information**'. With a proven experience of 53 years in publishing, SP Guide Publications has garnered the expertise that will help create another indispensable publication which is to benefit all aviation professionals. Riding on this background, SP Guide Publications today offers about 8 to 9 publications with a total of about 100 issues a year.

CONTENTS/ SECTION PLANS

For easy and ready reference, the contents are broadly divided into two sections:

A. India

B. Asia & Middle East

A. Indian section will have extensive information regarding the civil aviation sector in India

Operators

1. Airline Operators
2. Airport Operators
3. MRO Operators
4. Training, etc

Industry specific information with leading players in each industry segment, such as:

- Large Airlines - fleet, route network, annual ASKs, RPKs, cargo volume, etc.
- Regional Airlines - fleet, route network, annual ASKs, RPKs, cargo volume, etc.

Aviation Policies

The section will cover the entire gamut of aviation policies

- Regulatory issues
- Foreign direct investment policies
- Environmental laws
- Taxation policies, etc

Market Outlook

In 16 key countries

- Passenger Growth
- Cargo Growth
- Fleet Growth
- Airport Investment

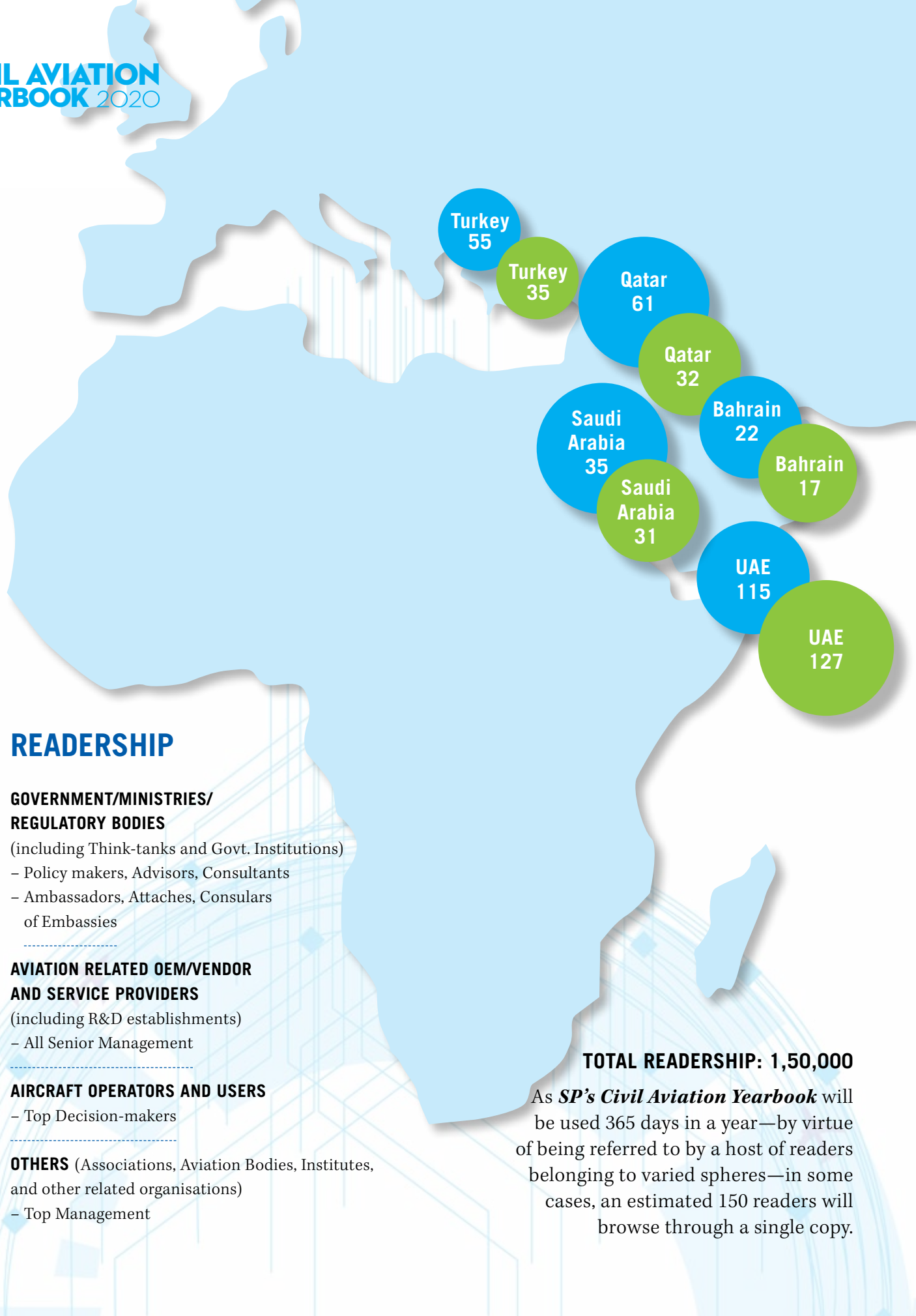
Who's Who

- Civil Aviation Minister and Key officials in MoCA
- Top Government Officials (such as DGCA, AERA, AAI Heads) Airline Chairmen/CEOs
- Airport Heads
- Associations/Organisations Heads
- General and Business Aviation Movers and Shakers

B. The regional section will have useful and relevant information on civil aviation in 16 major countries

1. Countrywise (16 countries) aviation information
2. Aviation Policies
2. Forecast
3. Who's Who

Countries: **Bahrain, China, Hongkong, India, Indonesia, Japan, Korea (South), Malaysia, Qatar, Saudi Arabia, Singapore, Sri Lanka, Taiwan, Thailand, Turkey and UAE.**



READERSHIP



GOVERNMENT/MINISTRIES/ REGULATORY BODIES

(including Think-tanks and Govt. Institutions)

- Policy makers, Advisors, Consultants
- Ambassadors, Attaches, Consulars of Embassies



AVIATION RELATED OEM/VENDOR AND SERVICE PROVIDERS

(including R&D establishments)

- All Senior Management



AIRCRAFT OPERATORS AND USERS

- Top Decision-makers

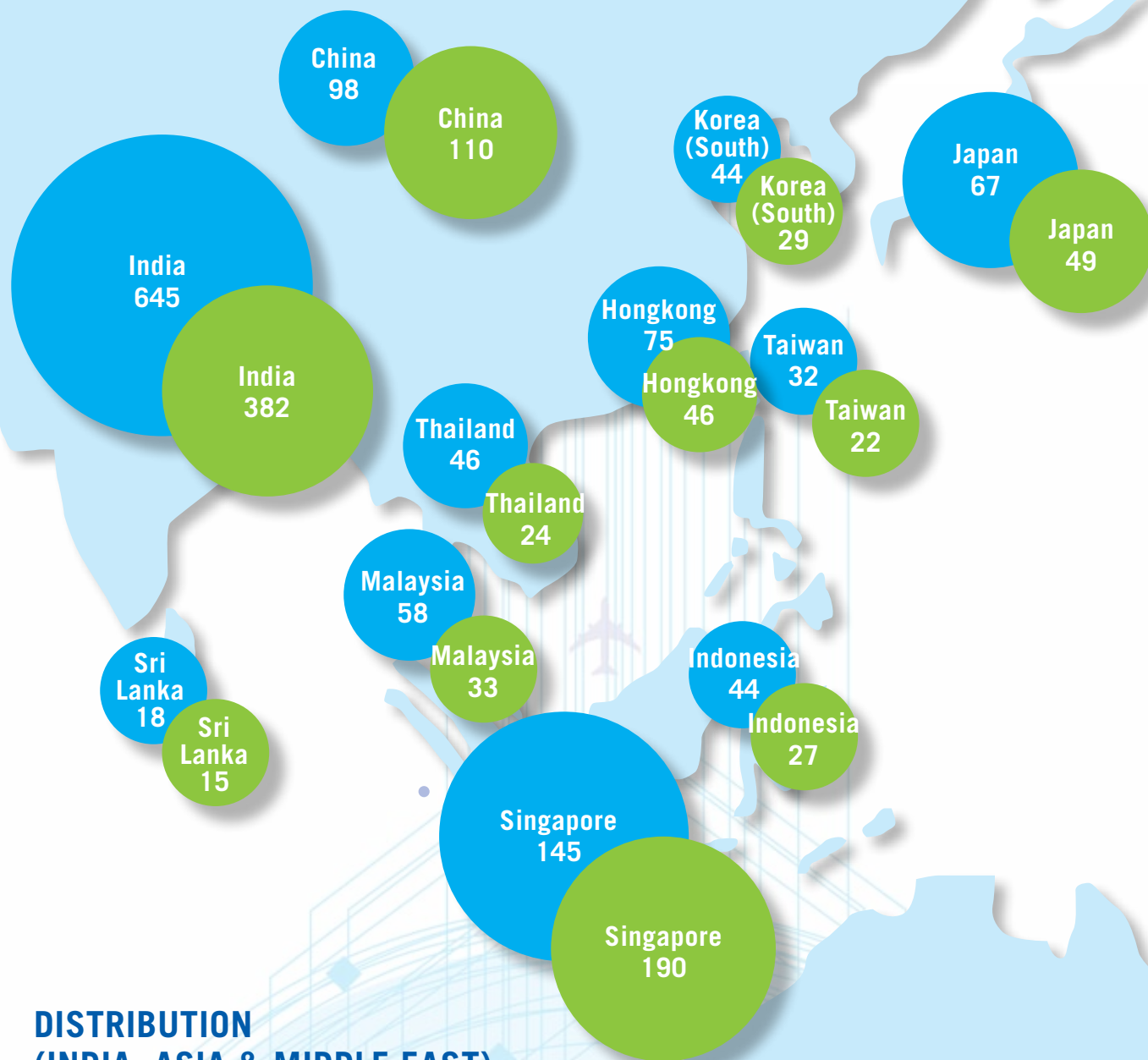


OTHERS (Associations, Aviation Bodies, Institutes, and other related organisations)

- Top Management

TOTAL READERSHIP: 1,50,000

As *SP's Civil Aviation Yearbook* will be used 365 days in a year—by virtue of being referred to by a host of readers belonging to varied spheres—in some cases, an estimated 150 readers will browse through a single copy.



DISTRIBUTION (INDIA, ASIA & MIDDLE EAST)

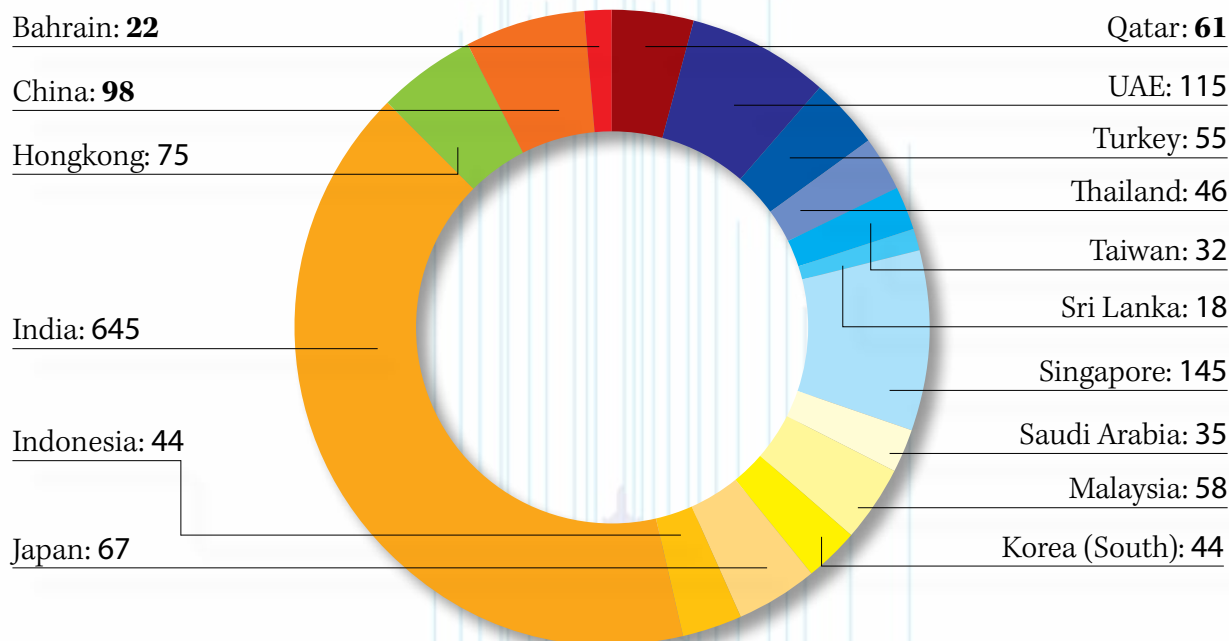
- Regulators and Operators
Total no. of copies distributed: 1,560
- Vendors, Service Providers and Others
Total no. of copies distributed: 1,169

Rest of the world (aviation industry)
and promotional copies: 251

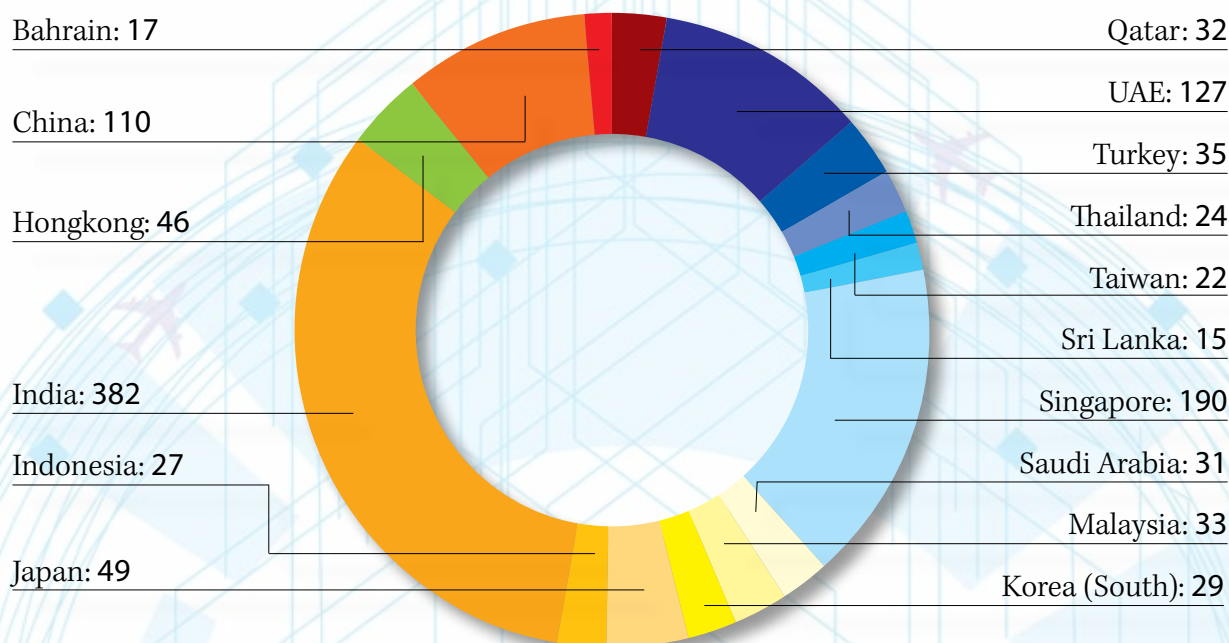
TOTAL DISTRIBUTION: 2,980
PRINT RUN: 3,000

DISTRIBUTION BREAKDOWN (Total distribution: 2,980 copies)

Regulators and Operators. Total no. of copies distributed: 1,560



Vendors, Service Providers and Others. Total no. of copies distributed: 1,169



Rest of the world (aviation industry) and promotional copies: 251



ADVERTISEMENT DATA (height x width)

<p>Front Cover: 181 mm x 110 mm</p>	<p>Back Cover: Print area - 245 mm x 192 mm</p> <p>275 mm x 227 mm (including 8 mm for turn inside the hardboard)</p>	<p>Full Page: Print area - 226 mm x 180 mm Trim area - 267 mm x 210 mm Bleed Area - 277 mm x 220 mm</p> <p>Covers (Trim Size): Facing *Inside 2, *Inside 3 and *Inside 2, *Inside 3: 267 mm x 210 mm</p>	<p>Bookmark Trim- 210 mm x 120 mm Bleed - 220 mm x 130 mm</p>
<p>Full Page Double Spread: Print area - 226 mm x 390 mm Trim area - 267 mm x 420 mm Bleed area - 277 mm x 430 mm</p> <p>Cover Spreads (Trim Size): *Inside 2 Spread: 267 mm x 420 mm *Inside 3 Spread: 267 mm x 420 mm</p>		<p>Half Page Vertical: Print area - 226 mm x 89 mm</p> <p>Half Page Horizontal: Print area - 112 mm x 180 mm</p> <p>Quarter Page: 112 mm x 89 mm</p> <p>Half Page Double Spread: Print area - 112 mm x 390 mm</p>	

*Inside 2: Inside Front Cover • *Inside 3: Inside Back Cover

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.

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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