

air pegasus



AIR BORN.



CATCH THE LAUNCH ISSUE! FEB-MAR 2016

MEDIA KIT 2016-17

Connecting South India to South India!

Part of **DECOR AVIATION**, the largest ground handling service provider in South India, Air Pegasus, based in Bengaluru, is a regional airline that caters only to southern India - even **CONNECTING REMOTE CITIES** such as **HUBLI, KADAPA** and **MANGALURU**. Now connecting seven cities, the airline plans to add four more to its list in 2016!

Quirky and young, the airline offers fliers exclusive meal and deal plans. For example:

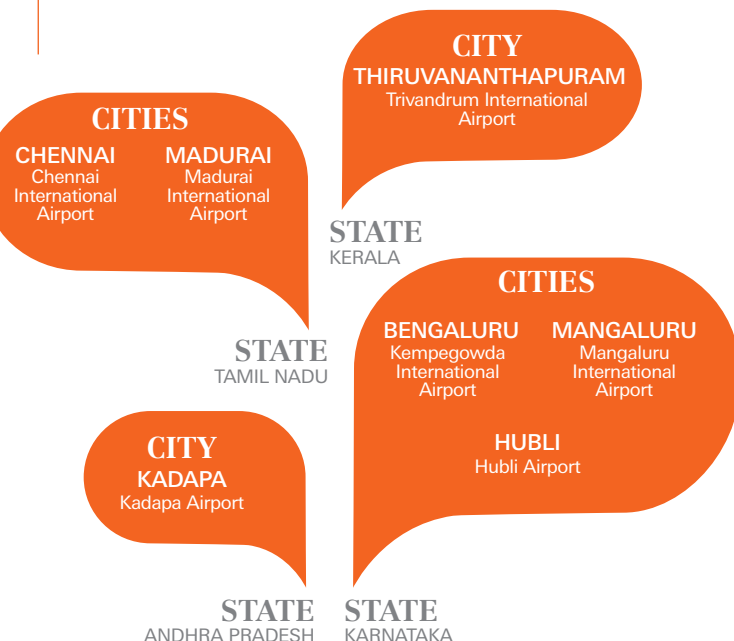
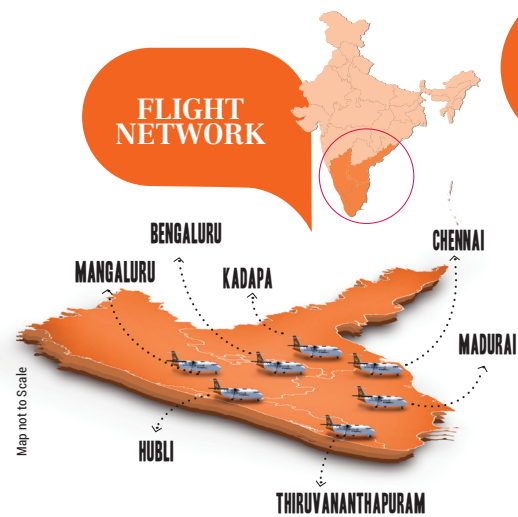
- Its **SMARTUP PROGRAMME** reduces travel expenses **FOR START-UPS** by offering them customised flight deals.
- Its in-flight menu, **CAFE 20,000 ft**, offers both local and global cuisines - and even **PRE-BOOKED MEALS**.
- It offers **CONTESTS AND DISCOUNTS** coinciding with special occasions - such as the year-end ₹2015 fares; and the **#HIGHONTASTE** recipe contest for fliers.

ONE OF THE VERY FEW AIRLINES TO CONNECT **HUBLI, KADAPA** AND **MANGALURU**.

NEXT DESTINATION ON THE CARDS: **PUDUCHERRY!**

MAXIMUM REGIONAL CONNECTIVITY BETWEEN BENGALURU, HUBLI, MANGALURU, THIRUVANANTHAPURAM AND MADURAI, WITH **DOUBLE DAILY RETURN FLIGHTS**.

WHY DRIVE WHEN YOU CAN FLY? **CONNECTING THE SHORTEST DISTANCES IN SOUTH INDIA** BY FLIGHT - BENGALURU TO HUBLI!



ABOUT AIR PEGASUS MAGAZINE

It aims to introduce the reader to a vast cache of South India's undiscovered treasures - from shy, sleepy towns to the most vibrant tourist hotspots. Travel with Air Pegasus and reach out to hundreds of hidden gems in South India - from destinations to food, art and culture, people and events, fashion and lifestyle. See South India like never before.

WHY ADVERTISE WITH US?

AIR PEGASUS is India's youngest and happiest regional airline. With **SEVEN NICHE DESTINATIONS** in **SOUTH INDIA**, the airline gives passengers an exclusive taste of all things south. Grab the right eyeballs with a wide travel group, and let the **ENTHUSIASM, ENERGY** and **DYNAMIC** presence of Air Pegasus and **MAXPOSURE MEDIA GROUP** seep into your brand.

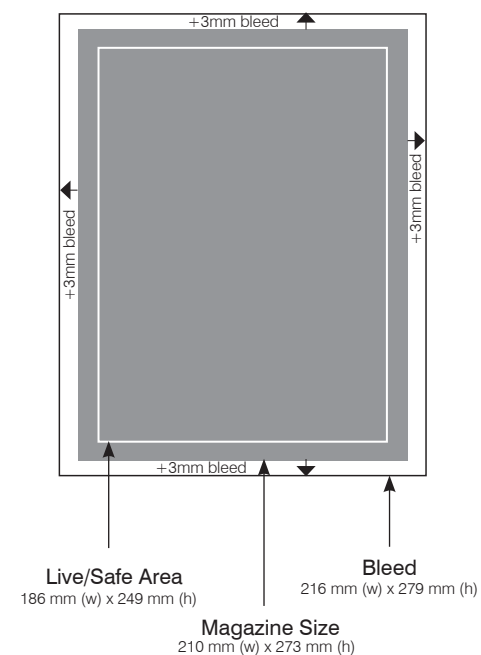
TECH SPECS & RATE CARD

Non-Bleed Ad Dimensions

	W x H (cm)	W x H (mm)
Full page	19.5 x 25.9	195 x 259
Double Spread	40.5 x 25.9	405 x 259

Magazine Dimensions/ Bleed Ad

	W x H (cm)	W x H (mm)
Magazine Size:	21.0 x 27.3	210 x 273
Live/Safe Area (FPC):	18.6 x 24.9	186 x 249
Live/Safe Area (DSC):	39.6 x 24.9	396 x 249



Ad Creative Deadlines

Issue	Deadline
February-March	23 rd January
April-May	23 rd March

...and similarly for all successive months

Rate Card (in INR)

RATE CARD	INR ₹
Full page	₹2,00,000
Double page Spread	₹3,60,000
Opening Spread	₹5,00,000
First 30% Single	₹2,45,000
First 30% Spread	₹4,20,000
Inside Front Cover	₹3,50,000
Inside Back Cover	₹3,00,000
Back Cover	₹5,35,000
Half page (Vertical/Horizontal)	₹1,20,000

Periodicity:
Distribution:

Bi-Monthly
Every seat pocket

PAGE BLEEDS

- 3 mm on all sides for a total document size of 210 mm wide x 273 mm high. Ads submitted without sufficient bleed area will be reduced to fit live area size.

LIVE/SAFE AREA OR NON BLEEDS:

- 10 mm on all sides for a total document size of 210 mm wide x 273 mm high.
- Additionally, for spread bleed ads, allow 10 mm on each side of the gutter for binding.
- Please do not place logos, legal disclaimers or other critical information outside live area.
- Clearly mark all ad materials with proper cropping instructions to avoid misinterpretation.
- The ad should be provided in the pdf and eps format only.