



MaXposure Media Group



spice route

media kit '09

Spicejet's inflight magazine

MaXposure Media Group

An ISO 9001:2000 certified company, MaXposure Media Group is an **integrated media solutions** company spread across the dimensions of publishing, creative solutions, events and custom publishing. With its various publications – luxury-lifestyle magazine **AND**, culture and citylife magazine Delhi **BEAT**, interiors and design magazine **FORMS**, custom publication **BEYOND LUXURY** and **SPICEROUTE**, International Licensing magazine **ESTETICA** ; events division, **EQUATOR**; creative solution wing, **MAXCOM**; the group is dedicated to successfully driving client businesses and activities on a national and international level.

Spiceroute

Spiceroute is the **inflight entertainment** magazine for one of India's largest domestic carriers, **SpiceJet**. With **125 flights to 18 destinations daily** and over **15,000 people** flying Spicejet for business and leisure within India everyday, Spiceroute is one of India's most **widely read inflight magazines** with a readership of over 6 Lac.

Spiceroute is much appreciated for its **editorial content** offering enough to keep every flier engaged through his/her journey with features on **travel and destinations** in India; **trendy food, recipes** and **restaurant reviews**; covering **art and culture** across the nation, **socially conscious citizens** and a section dedicated to **children**.




 The logo for SpiceJet, featuring the word "SpiceJet" in a white, sans-serif font centered within a solid red rectangular background.


Welcome on board India's smartest and most affordable low-fare airline!

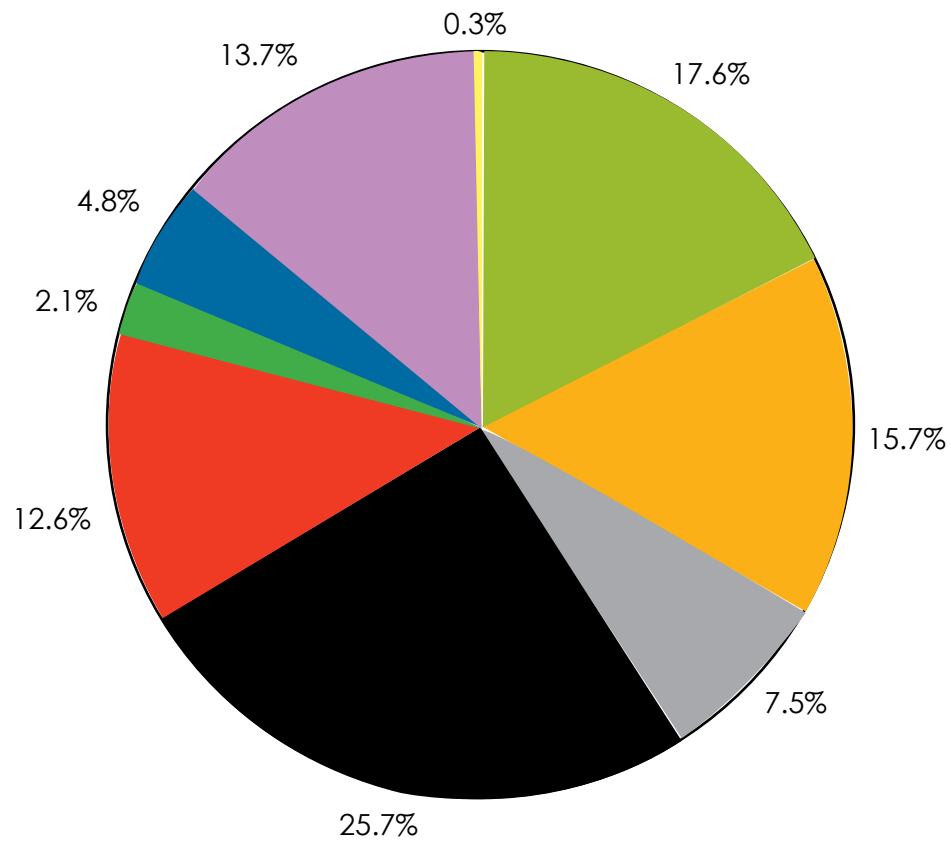
SpiceJet's mission is to become **India's preferred low-cost airline**, delivering the lowest air fares with the highest consumer value, to price sensitive consumers. With a dynamic fare structure, SpiceJet offers fares that are **affordable and significantly lower** than most airlines.

The **on-time performance** is amongst the best in India, at 82%, coupled with a Technical Dispatch Reliability of 99.6%, making it an airline with the least cancellations. SpiceJet's new generation fleet of 15 Boeing 737-800 / 737-900ER aircraft are backed by **cutting edge technology and infrastructure** to ensure the highest standards in **safety and operating efficiency**.

With **125 flights to 18 destinations** daily and **impeccable standards of hospitality**, SpiceJet is very popular and **flies over 5,00,000 people every month**.

AWARDS

- SpiceJet was recognised as the **Best Low Cost Airline for 2007 by TAFI** (Travel Agents Federation of India)- Abacus, awarded at Kota Kinabalu, Malaysia.
- SpiceJet was voted the **Best Low Cost Airline by a reader survey** conducted nationally by India's leading travel magazine **Outlook Traveler** (February 2008).



Market Share

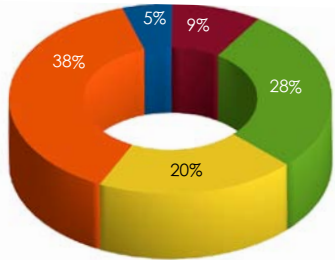
- National Aviation Company- 17.6%
- Jet Airways- 15.7%
- Jet Lite- 7.5%
- Kingfisher (First+Red)- 25.7 %
- Spicejet- 12.6%
- Paramount- 2.1%
- Go Air- 4.8%
- Indigo- 13.7%
- MDLR- 0.3 %

*Source: Directorate General of Civil Aviation, May 2009

About Spiceroute

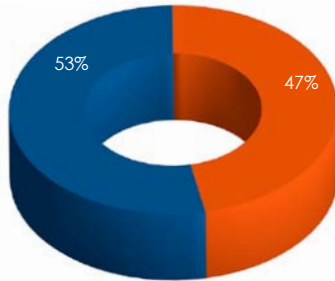


- Travel and Destinations
- Food, recipes and restaurants
- Entertainment
- Health & Wellness
- Art and Culture
- Society & socially-conscious citizens
- Children



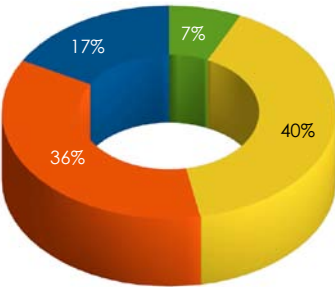
Age

- Less than 24- 5%
- 25-35 - 38%
- 35-45- 20%
- 45-55- 28%
- above 55 - 9%



Gender

- Male- 53%
- Female- 47%



Income

- above 15 - 17%
- 10-15 - 36%
- 5-10 - 40%
- did not disclose- 7%

Lifestyle Mapping

42% own their own house
73% own at least 1 car
43% have travelled abroad at least once
75% use the internet for information



The Spiceroute reader is the SpiceJet flier – young urban upwardly mobile Indian

- Most fliers are between the age group 25-45 and fly for business as well as leisure.
- Generally, they are professionals in sunrise industries or new age and front generation entrepreneurs or those reinterpreting inherited business.
- Typically, a SpiceJet flier represents the large Indian middle and upper-middle class population – educated, tech savvy, brand conscious and upwardly mobile.
- 58% business and corporate travellers and 42% leisure.
- 44% have flown twice in the past 3 months
- 15% are 1st time fliers
- 41% others

Who is our reader ?

Distribution and Marketing



- Spiceroute reaches 18 destinations across India everyday.
- Spiceroute is read by over 6,00,000 fliers every month including in flight and pass-on readers.
- Over 30% of the magazines are taken away by the passengers
- Assuming a conservative pass along the rate of 6 per copy of Spiceroute carried out of the carrier, the readership increases manifold.

Total Print Run – 60,000

Frequency – Monthly

Distribution – Every seat pocket

Geographic Dispersion:

North – Delhi, Jammu, Srinagar, Varanasi

West – Ahmedabad, Goa, Jaipur, Mumbai, Pune

East – Bagdogra, Guwahati, Kolkata

South – Bangalore, Chennai, Coimbatore, Hyderabad, Kochi, Vizag

Initiatives:

Through several dynamic initiatives, Maxposure Media has attempted to make Spiceroute extremely engaging and interactive to ensure inflight browsing and a higher take away rate.

- Timeless features with information that one would like to retain. For example, travel and destination stories would be supported by best hotel stay deals, restaurants, events and happenings around the city and other such relevant current information.
- Engaging interactive spaces.
- Out-of-the-box content integration

Spiceroute, as an inflight magazine guarantees from thirty minutes to three hours of assured browsing time and therefore serves as a very effective means of communication for marketers targeting the 'Spicejetter'.

To maximise this opportunity, besides regular ad space, we offer various new, innovative and impactful properties wherein we can put your brand message or showcase your product and communicate with your target audience effectively. Some of these are:

- **Advertorials, strip ads and cover strips**
- **Customised part page properties**
- **Content integration**
- **Bookmarks and branding strips**
- **Thick insertions**

Ambient media

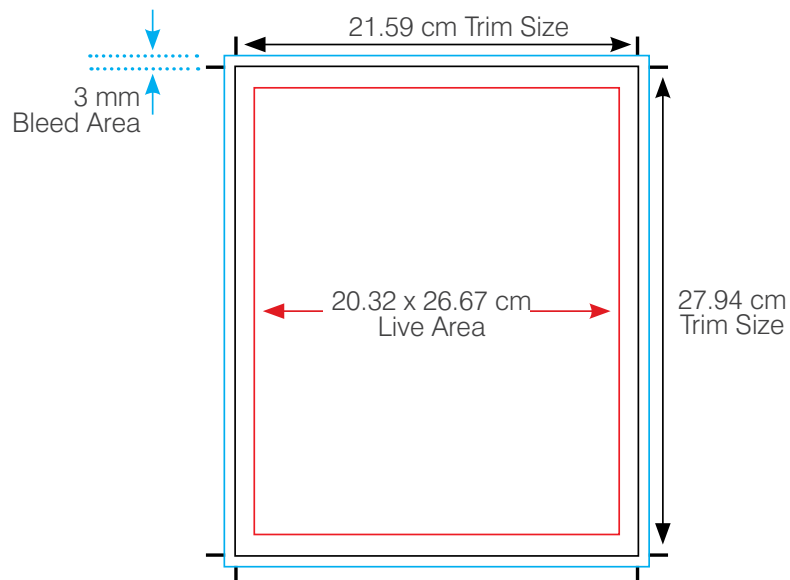
MaXposure Media Group offers a variety of customised and innovative advertising media in order to reach this target group during the entire travel process - from **boarding passes, luggage tags to tray table backs** to various **out of the box mediums** of ambient branding.

With a captive inflight audience, ambient media if used effectively can be very instrumental in **brand building** and aiding **brand recall**, especially owing to long hours of ad exposure and tangibility value.



Innovation and Customised
Communication

Ad, tech specs, deadline & rate card



Magazine Size(inch):	8.4" x 10.9"
Live/Safe Area(inch):	7.9" x 10.4"

Bleed ad Dimensions	W x H (inch)	W x H (cm)	W x H (mm)
Full Page	8.65 X 11.15	21.97 X 28.32	219.7 X 283.2
Spread	17.05 X 11.15	43.31 X 28.32	433.1 X 283.2

Non-Bleed ad Dimensions	W x H (inch)	W x H (cm)	W x H (mm)
Full Page	7.4 X 9.9	18.80 X 25.15	188.0 X 251.5
Spread	15.8 X 9.9	40.13 X 25.15	401.3 X 251.5

Rate Card	
Full Page	2,00,000
Double Spread	3,60,000
Gatefold	6,00,000
French window	5,00,000
Opening spread	4,55,000
2nd to 6th Spread:	4,00,000
Masthead/TOC:	2,70,000
First 30% Single:	2,45,000
First 30% Spread:	4,20,000
Inside Back:	3,50,000
Back:	5,10,000

(All rates in INR per issue)

CREATIVE DEADLINE	
ISSUE	DEADLINE
January	10th Dec
February	10th Jan
March	10th Feb
April	10th Mar

...and similarly for all successive months

PAGE BLEEDS: 1/8 inch on all sides for a total document size of 8.75 inches wide x 11.25 inches high. Ads submitted without sufficient bleed area will be reduced to fit live area size.

LIVE/SAFE AREA: 1/4 inch inside of trim size on all sides of a bleed ad. A full page bleed ad has a live area measuring 8 inches wide x 10.5 inches high. Please do not place logos, legal disclaimers or other critical information outside live area. Additionally, for spread bleed ads, allow 1/8 inch on each side of the gutter for binding. Clearly mark all ad materials with proper cropping instructions to avoid misinterpretation.

GSM	Cover 250 gsm	Inside Pages 90 gsm
Periodicity:	Monthly	
Distribution:	Every seat pocket	
Readership:	6,00,000	
Total print run:	60,000	