

Mechanical Data

Front Cover: 110 x 181	Back Cover: 277 x 220	Full Page: Print area - 226 x 180 Bleed area - 267 x 210	Quarter Page: 112 x 89	Half Page Vertical: 226 x 89
Full Page Double Spread: Print area - 226 x 390 Bleed area - 267 x 420 Inside 2, 3 Cover Stretch: 267 x 420		Covers Facing Inside 2, 3 and Inside 2, 3: 267 x 210		
Half Page Horizontal: 112 x 180		Half Page Double Spread: 112 x 390		

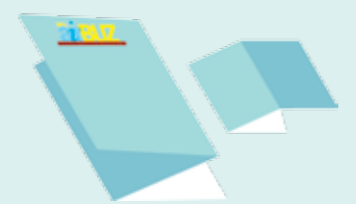
Front Cover Special Positions' Appearance



▶ Barn Door Cover



▶ Gatefold Cover



▶ Z-fold Cover

Covers	Height x Width (in mm)	Inside Pages	Height x Width (in mm)
Front Cover	110 x 181	Full Page	
Back Cover	267 x 210	Double Spread	
Inside 2 Stretch	277 x 220	Non-Bleed	226 x 390
Facing Inside 2	267 x 420	Bleed	267 x 420
Inside 2	277 x 430	Bleed	277 x 430
Inside 2	267 x 210	Full Page	
Inside 2	277 x 220	Non-Bleed	226 x 180
Inside 2	267 x 210	Bleed	267 x 210
Inside 2	277 x 220	Bleed	277 x 220
Inside 3 Stretch	267 x 420	1/2 Page	
Facing Inside 3	277 x 430	Double Spread	112 x 390
Inside 3	267 x 210	1/2 Page (Vertical)	226 x 89
Inside 3	277 x 220	1/2 Page (Horizontal)	112 x 180
Inside 3	267 x 210	1/4 Page	112 x 89
Inside 3	277 x 220		

- ▶ Size - after Trimming
- ▶ Size - Non-Bleed; - before Trimming

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

Contacts



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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's airBUZ

An Exclusive Magazine on Civil Aviation from India

▶ We strive for Excellence

An output of Finest Minds



media information

About Magazine



Striving relentlessly to uphold the trend of filling voids ever since its inception a few decades ago, SP's introduces yet another publication—SP's AirBuz. A bimonthly dedicated to civil aviation, it delves into the micro level issues of the sector whose rapid and intransigent growth has overwhelmed pundits and purists alike. The first ever magazine dedicated to civil aviation from India, SP's AirBuz will offer a collection of indepth, incisive and analytical contents, affording readers connectivity to the potentials and challenges that best characterise the ground realities of the booming industry, while at the same time hold a mirror to the loopholes and lags hindering its growth. SP's AirBuz is getting associated with various events in India wherein heavy-duty audience transparently deliberate on various pertinent issues related to civil and general aviation; and where the attendance importantly includes Civil Aviation Minister Mr Praful Patel as the chief guest.

SP'S AIRBUZ LAUNCHED IN 2008

Top: Editor-in-chief Mr Jayant Baranwal with dignitaries including Mr Ashok Chawla (Sixth from Left), Secretary, Ministry of Civil Aviation (MoCA) Flanked By Dr Dinesh Keskar of Boeing; Mr K.N. Srivastava, Jt Secretary, MoCA, Mr K. Ramalingham, Chairman, AAI; Capt Gopinath of Air Deccan; Dr Amit Mitra, Secretary General, FICCI among others; **Centre Left:** Mr Ashok Chawla with Mr Jayant Baranwal; **Centre Right:** Capt Gopinath Sharing The Joy Of Launching Exclusive Magazine On Civil Aviation; **Below Left:** Mr Baranwal with SP's AirBuz Editor Air Marshal (Retd) B.K. Pandey and Mr Dinesh Keskar, Boeing; **Below Right:** Mr Baranwal with Boeing Officials

Market

During the last five years, there has been an explosive growth in the demand for air travel in India on account a resurgent economy and the emergence of low-cost cost carriers on the scene. This has provided a powerful impetus to the Indian civil aviation industry and has spurred the growth of aviation related infrastructure such as airports and MRO facilities. However, unprecedented and continuous escalation in the price of aviation fuel is the greatest challenge the industry faces today.

A *glimpse of the market (just India alone) and its potential:

▶ Civil Aviation Ministry forecasts that airlines in India will invest US\$80 billion while airports will require US\$40 billion to cope with the demand.

▶ Mr Praful Patel, the Indian Civil Aviation Minister recently suggested that India would require 400-500 business jets in the next 5 years on one hand while 600 to 1,000 helicopters over the next 5 to 7 years, on other.

▶ The MRO (maintenance, repair and overhaul) market in India is likely to be US\$1.4 billion by 2015.

**Estimates/ speculations based on various source of information.*

These exclude various potentials that are further in offing but are yet to be surfaced in open.

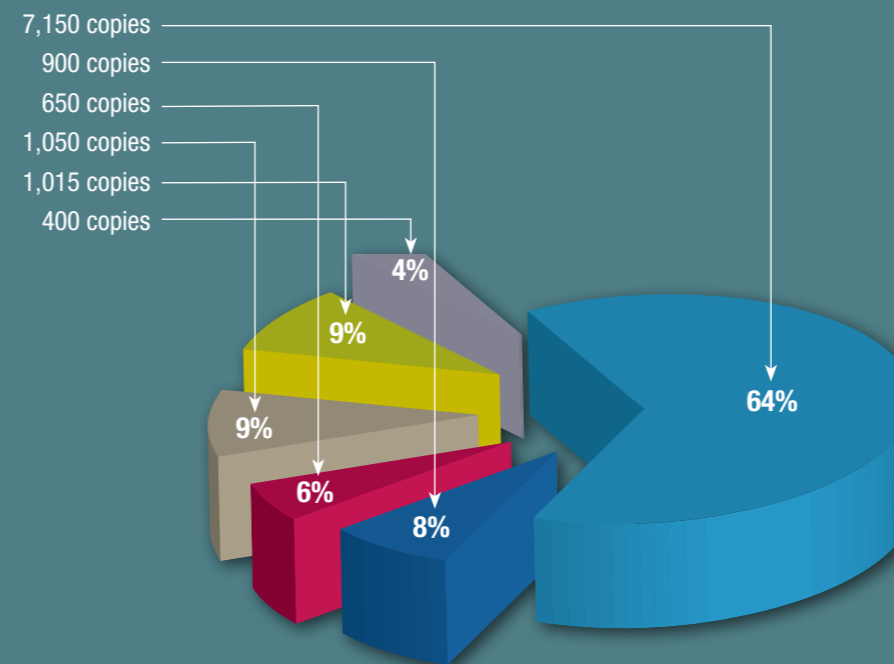
SP's AirBuz, a pioneer in civil aviation journalism in India is sure to attract the attention of all decision makers and industry's who's who as it will provide a vital and conspicuous platform for news and views on issues, research and analysis on civil aviation sector.

Readership Profile

Government	▶ Section Officer	▶ Technical Officers	▶ Chief Operating Officers
▶ Governors, Chief Ministers, Members of Parliament	▶ Senior Scientific Officers	AAI (Airport Authority of India), Major Airports, Pilots Guilds	▶ Chief Financial Officers
▶ Minister of Civil Aviation Cabinet Minister	▶ Senior Pilots	▶ Chairman & MD	▶ Executive Vice Presidents
▶ Diplomats	▶ Flying Training Directorate	▶ Executive Directors	▶ General Managers
Civil	▶ Administration Directorate	▶ Airport Directors	Corporates/ OEMs
Civil Aviation	▶ Air Safety Directorate	▶ Deputy Airport Directors	▶ Global Fortune 500 companies
▶ Engineers Association	▶ Regulation & Information Directorate	▶ General Managers	▶ Chairman/CEOs/COOs/Mg Dirs/Gen Mgrs/Marketing Heads
Ministry of Civil Aviation	▶ Library Chief	▶ Joint General Managers	▶ Reg Mgrs/Tech Mgrs/Engineering/Scientific & Design Management
▶ Minister of Civil Aviation	▶ Air Transport Directorate	▶ Deputy General Managers	▶ Heads - Aviation Department
▶ Joint Secretary	▶ Flight Inspection Directorate	▶ Assistant General Managers	▶ Public Relation Departments
▶ Under Secretary	▶ Training & Licensing Directorate	▶ Senior Managers	▶ Delegation/Liaison Officials/Flight Operations and Maintenance
▶ Deputy Secretary	▶ R&D Directorate	▶ Pilots & Co-Pilots	▶ Purchasing/Procurement/Administrative Management
DGCA (Director General Civil Aviation, India)	Bureau of Civil Aviation Security	Global Airlines (incl Domestic players), Cargo Carriers, Regional Operators, Scheduled and Non-Scheduled Operators/ Chartered Service Operators	Space
▶ Deputy Director General	▶ Commissioner	▶ Chairmen/MDs	▶ Chairman ISRO
▶ Deputy Director of Administration	▶ Deputy Commissioner	▶ Vice Chairmen	▶ Scientific Advisers
▶ Director	▶ Regional Deputy Commissioners	▶ Directors	▶ Satellite Operators
▶ Deputy Director	▶ Controller of Explosive	▶ Executive Directors	
▶ Assistant Director	Indira Gandhi Rashtriya Uran Academy	▶ Chief Executive Officers	
	▶ Director		
	▶ Aerodrome Officers		
	▶ Instructors		

Circulation & Readership

- ▶ South & Central Asia (incl. India)
- ▶ West Asia & Africa
- ▶ South-east Asia
- ▶ Americas
- ▶ Europe
- ▶ CIS



- ▶ **Total circulation:** 11,165 copies
- ▶ **Total print run:** 11,500 copies
- ▶ **Readership:** 78,155 (average: 7 persons a copy)

Areas Covered

Everything that happens in the air in terms of technological developments, in terms of strategic plans, in terms of modernisation and expansion plans of civil aviation sectors. All the 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 in India and abroad.

Interviews with the top brass of various organisations and governing bodies are also part of editorial initiatives.



Team

SP's AirBuz team which will continue expanding, comprises of some of the very finest thinking minds. Headed by Mr Jayant Baranwal, Editor in Chief, the editorial team includes industry observers and experts who are very closely related to the sector.

- ▶ **B.K. Pandey, Editor**
- ▶ A.K. Sachdev, Bangalore
- ▶ Arvind Oak, Chennai
- ▶ R. Srinivasan, Coimbatore
- ▶ Joseph Noronha, Goa
- ▶ Dr Ram Pattisapu, Bangalore
- ▶ Alan Peaford (UK)
- ▶ Vasuki Prasad, Bangalore



The Editor of SP's AirBuz chaired one of the key sessions during an event held in October 2010 organised by ATC Guild of India. Civil Aviation Minister Mr Praful Patel was the chief guest.