

*spice*route

THE INFLIGHT MAGAZINE

MEDIA KIT


2024-25



NKN
MEDIA

Since 1999, **NKN Media** has been a leading global communications firm, operating across numerous countries such as **India, United Arab Emirates, Singapore, Bahrain, Malaysia, Sri Lanka, the United Kingdom**, and **Canada**. Specializing in a wide range of media services including Television, Print, Digital, Travel Media, Radio, Cinema, and OOH, NKN Media is a powerhouse in the industry with a comprehensive 360-degree approach to meeting clients' needs.

NKN Media proudly holds prestigious partnerships with top media brands like **NDTV, Aaj Tak, Republic TV, India TV, India Today, Times Now**, and **Zoom TV**, including the publishing of **SpiceJet's in-flight magazine**, Spice Route. With a vision to excel as a global media outsourcing company, NKN Media prioritizes delivering value to clients and fostering organizational growth. NKN's commitment to innovation and service excellence ensures the ongoing provision of premium media solutions.

A solid red triangle pointing to the left, located in the bottom right corner of the slide.



OUR EXCLUSIVE MEDIA PARTNERSHIPS

REPUBLIC.

ZOOM



INDIA^{TV}

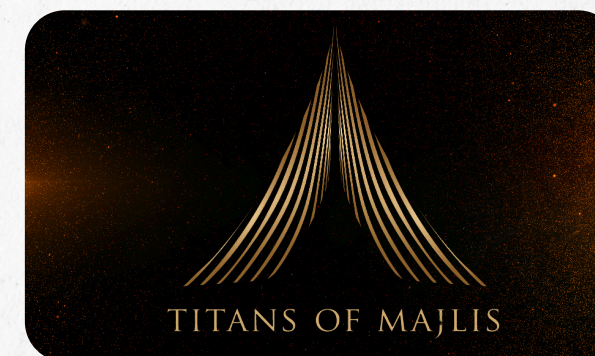
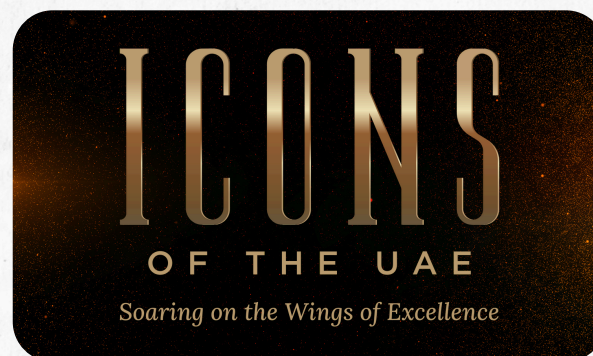


**NDTV
24x7**

**TIMES
NOW**

**PTC
PUNJABI**

OUR EXCLUSIVE PRODUCTS



***spice*route**
THE INFLIGHT MAGAZINE



SpiceJet in Numbers

Red. Hot. Spicy.

PASSENGER FLOWN*

Domestic

111,149,078

International

2,509,400

312

Domestic
Departures Daily*

34

International
Departures Daily*

13M+

Passengers
flown in FY 2023

*Data Source: DGCA, FYI 2023-24

PASSENGER LOAD FACTOR

More than

90%

For

58

Consecutive
Months

Market Share

10%

Flying to over **50 destinations**, SpiceJet is the **India's largest regional player** operating multiple daily flights under **UDAN**, the Regional Connectivity Scheme.



Spice Biz

THE SALIENT FEATURES

- **Exclusive Lounge Access:** SpiceBiz passengers enjoy lounge access at major airports like Delhi, Mumbai, Chennai, and more, with more locations coming soon.
- **Enhanced Baggage Allowance:** Business class travelers get 30 kg check-in and 10 kg hand baggage allowances on domestic routes.
- **Dedicated Check-In Counters:** Available at key airports including Delhi, Mumbai, and Bengaluru, with shared counters for SpiceMax at other locations.
- **Priority Services:** Includes priority check-in, boarding, and baggage handling for all SpiceBiz customers.
- **Gourmet Meals & Additional Comforts:** Offers a three-course meal with a variety of cuisine options, served on fine china, along with dedicated coaches, blankets, cushions, welcome drinks, and pre-meal beverages.



With a dedicated 2X2 cabin, gourmet meals & beverages, lounge access and priority services, SpiceJet's new business class is tailor-made to enhance your travel experience. That too, at a price tag that will add to your delight.



Best
In-class



Dedicated
2x2 Cabin



Gourmet
Meals and
Beverages



Priority
Check-in and
Boarding



Lounge
Access



Enhanced
Baggage
Allowance

spicerooute

THE INFLIGHT MAGAZINE

SpiceJet's SpiceRoute is an in-flight magazine designed to provide engaging and informative content for passengers. The magazine typically features a variety of articles, including travel destinations, lifestyle, culture, business insights, and interviews with prominent personalities.



RECENT SPICEJET AIRLINE AWARDS

- **'Best Cargo Carrier'** award at ASSOCHAM 14th International Civil Aviation Conference & Awards on 18th Jan., 2023.
- **'Bronze Stevie'** award for Customer Service Department of the Year 2023.
- **'Safety Performer of the Year'** award by DIAL.
- **'Bronze Stevie'** award for Customer Service Complaints Team of the Year 2022.
- Wings India Covid Champions 2022.
- Wings India Aviation Innovation Award 2022.
- 2021 **'APEX Newcomer of the Year'** award for Cabin Crew App.
- **'Diamond'** rating from APEX Health Safety, powered by Simpliflying for upholding flight health and safety amid Covid pandemic.
- SpiceHealth wins **The Prestigious CII Industrial Innovation Award** 2021.
- SpiceHealth wins **Indian Achievers Award** for Promising Start-Up 2023.



TECH SPECS & RATE CARD

The monthly in-flight magazine offers the advertisers a unique access to an extremely busy, active and hard to reach audience, where there are no distractions and quality time is spent on reading.

Bleed Ad Dimensions

DISPLAY UNIT	W x H (cm)	W x H (mm)
Full Page	21 x 27.3	210 x 273
Live/Safe Area	19.8 x 26.1	198 x 261
Double Spread (PSP)*	42 x 27.3	420 x 273
Live/Safe Area (DSP)*	40.8 x 26.1	408 x 261

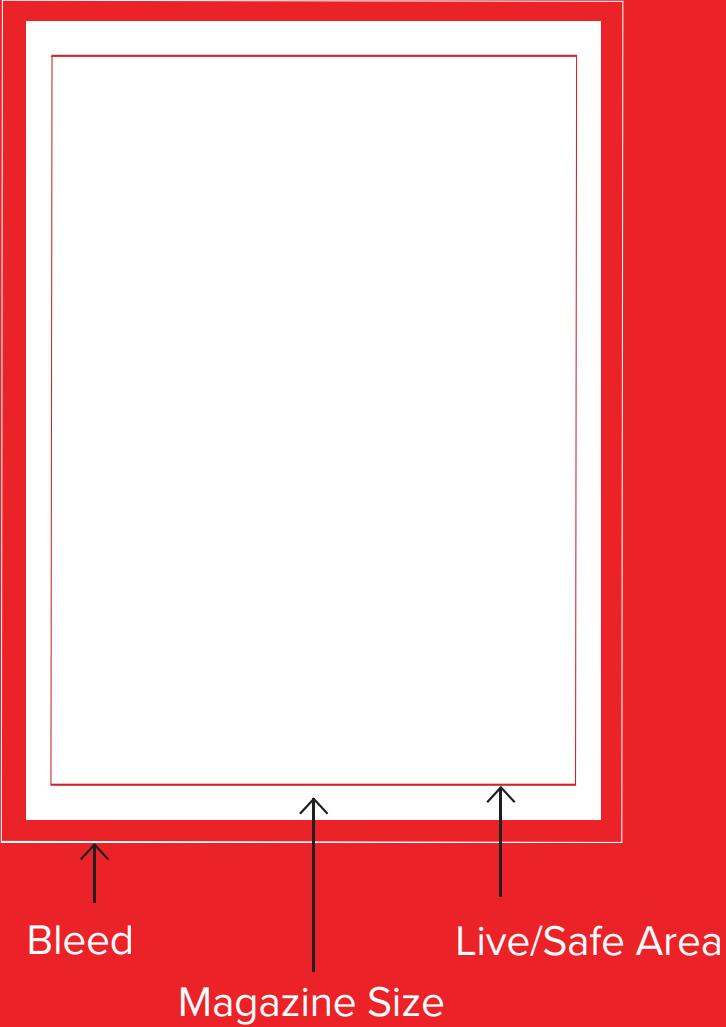
Non-Bleed Ad Dimensions

DISPLAY UNIT	W x H (cm)	W x H (mm)
Full Page Double	19.8 x 26.1	198 x 261
Spread (DSP)*	40.8 x 26.1	408 x 261

* Please allow a gutter space of 14 mm in double spread ads

Rate Card

DISPLAY UNIT	RATE (INR)	RATE (USD)
Full Page Colour (FPC)	5,20,000	6,265
Double Spread Page (DSP)	10,00,000	12,048
First 30% FPC First 30%	6,25,000	7,530
DPC	12,00,000	14,456
Inside Back/Front Cover	10,10,000	12,168
Back Cover	13,25,000	15,963



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

- 6 mm on all sides for a total document size of 210 mm wide x 273 mm high.
- Additionally, for a spread bleed ads, allow 7 mm on each side of the gutter for binding.
- Please do not place logos, legal disclaimers or other critical information outside the live area.
- Clearly mark all ad materials with proper cropping instructions to avoid misinterpretation.
- The ad should be provided in the PDF format and eps format only.



CONTACT US

At **NKN Media**, we're here to elevate your brand. Have a question, need help, or want to explore new opportunities? Our team is just a call or click away. Reach out through the channels below and let's propel your brand forward.



+971 52 219 3009



www.nknmedia.ae

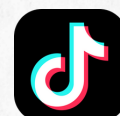


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Social Handles: [@nknmedia.ae](https://www.instagram.com/nknmedia.ae)



YOUR BRAND OUR SKY

Advertise in

spice route

THE INFLIGHT MAGAZINE

SEPTEMBER 2024 ISSUE

Featuring Sustainable Travel

SpiceJet
Red. Hot. Spicy.



**SPICEJET
ADVANTAGES**

312 Domestic
Departures Daily

34 International
Departures Daily

13M+
Passengers
flown in FY 2023

ADVERTISING
BOOKING OPEN
FOR SEPTEMBER
2024 ISSUE



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