

*spice*route

THE INFLIGHT MAGAZINE

MEDIA KIT

2025-26



ABOUT US

NKN Media

NKN Media is a leading global media firm excelling in offering media services across platforms and genres. Operating across geographies including **India, United Arab Emirates, Singapore, Bahrain, Malaysia, Sri Lanka, the United Kingdom,** and **Canada, NKN Media** has come a long way since its inception in 1999.

Under its Print verticals, **NKN Media** publishes **SpiceRoute** - the monthly inflight magazine of **SpiceJet airlines. NKN Media** has successfully brought out this top-notch magazine since September 2024. The monthly issue of the magazine is found in every seat pocket of each SpiceJet aircraft.

Specializing in a wide range of media services including Television ads, 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' every need. NKN Media proudly holds prestigious partnerships with top media houses like **NDTV, Aaj Tak, Republic TV, India TV, India Today, Times Now,** and **Zoom TV.**



OUR EXCLUSIVE MEDIA PARTNERSHIPS

REPUBLIC^{TV}

ZOOM



INDIA^{TV}



NDTV
24x7

TIMES
NOW[®]

PTC
PUNJABI

IN-HOUSE AGENCY

beyond

A digital division of



OUR EXCLUSIVE PRODUCTS

ICONS
OF THE UAE
Soaring on the Wings of Excellence

THE ULTIMATE
REALTY AWARDS

TITANS OF MAJLIS

*spice*route
THE INFLIGHT MAGAZINE



in Numbers

PASSENGER **FLOWN**

602,949,078

DOMESTIC

PASSENGER **FLOWN**

9,119,400

INTERNATIONAL



350

Domestic
Departures Daily



36

International
Departures Daily



17M+

Passengers
Flown in FY 2024

Passenger Load Factor



More than

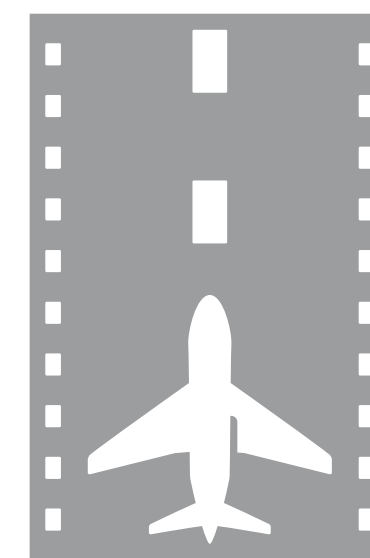
90%



For

58

Consecutive
Months



Market Share

10%

Flying to over **63 destinations**, SpiceJet is the **India's largest regional player** operating multiple daily flights under **UDAN**, the Regional Connectivity Scheme.



SPICEROUTE

SPICEROUTE - the monthly inflight magazine of SpiceJet airline. With interesting reads across myriad subjects, the SpiceRoute magazine is picked by passengers across all age groups. The articles are aimed to catch the interest of children&adults, corporates as well as leisure travellers. There is always something of interest for every reader, thereby making SpiceRoute a popular read.

Why Advertise With US

- We have a **wide passenger base** across 50 SpiceJet destinations
- We cater to a **captive audience** who is left without Internet during the course of his/her flight
- SpiceRoute magazine brings to its readers the most **topical and appealing reads**
- We offer **31-day visibility** for every monthly advertisement
- SpiceJet airlines flies to both domestic as well as international destinations - hence expanding the reach to **global audience**



THE YEAR GONE BY



spice route

THE INFLIGHT MAGAZINE

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

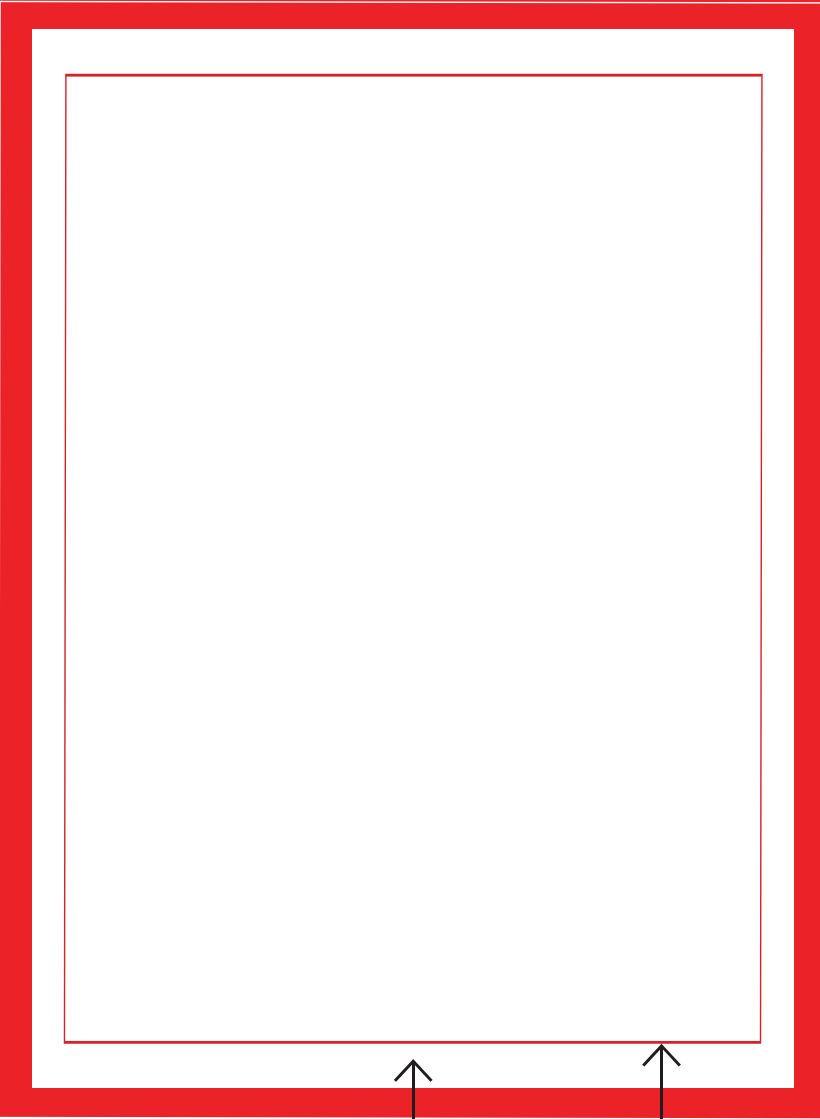
Non-Bleed Ad Dimensions

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)	7,20,000	8,432
Double Spread Page (DSP)	14,00,000	16,396
First 30% FPC First 30%	8,25,000	9,662
DPC	16,00,000	18,738
Inside Back/Front Cover	10,10,000	12,168
Back Cover	13,25,000	15,963



Bleed
Magazine Size
Live/Safe Area

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 boost 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.



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