

**AIR INDIA**

# NAMASTE.ai

Unravelling Air India's all-new  
in-flight magazine



BurdaLuxury

**MEDIA KIT 2024**

# A NEW DAWN A NEW AIR INDIA

The flag carrier airline of India, Air India, operates an extensive network of domestic and international flights, providing reliable and efficient air travel services.

On January 27, 2022, the Indian government officially handed over its flagship carrier to Tata Sons, ushering in a new chapter in Air India's history. And there has been no slowing down for this premier, full-service global carrier since then.

## THE JOURNEY SO FAR

- Placed record-setting order for 470 aircraft
- Inducted Air India's first A350-900 in December 2023
- Added 5 domestic and 11 international routes; inaugurated 5 new international stations
- Deployed new global brand identities and aircraft liveries for Air India
- Revealed new uniforms for cabin and cockpit crew designed by Manish Malhotra
- Onboarded new service providers for catering, ground handling, and more
- Launched an upgraded website and app, and the aviation industry's first Generative AI chatbot
- Started Premium Economy class on select routes
- Architected a new IT infrastructure across various departments within the company
- Welcomed 9,000+ new staff including 1,000+ cockpit crew and 5,000+ cabin crew
- Air India awarded 'Asia-Pacific Overall Deal of the Year' and 'Best F&B in Central/ Southern Asia'



# A BOLD REVAMP

The reimagined Air India, as a brand, captures the essence of a bold new India, marking one milestone after another in its Vihaan.AI transformation journey to become a 'World-Class airline with an Indian Heart'. Welcome to the future of Air India...

- To receive a new aircraft every six days until the end of 2024
- To set up South Asia's largest aviation training academy
- Retrofit 40 wide-body and 41 narrow-body aircraft starting July 2024.

# AROUND THE WORLD



A STAR ALLIANCE MEMBER

**INTERNATIONAL  
ROUTES**

**BurdaLuxury**

Flight route options depend on various factors like wind direction, etc. Map not to scale. The depiction and use of routes and boundaries are for informative purposes only.

Route map information is accurate as of January 3, 2024.

# AIR INDIA'S VALUED PARTNERS

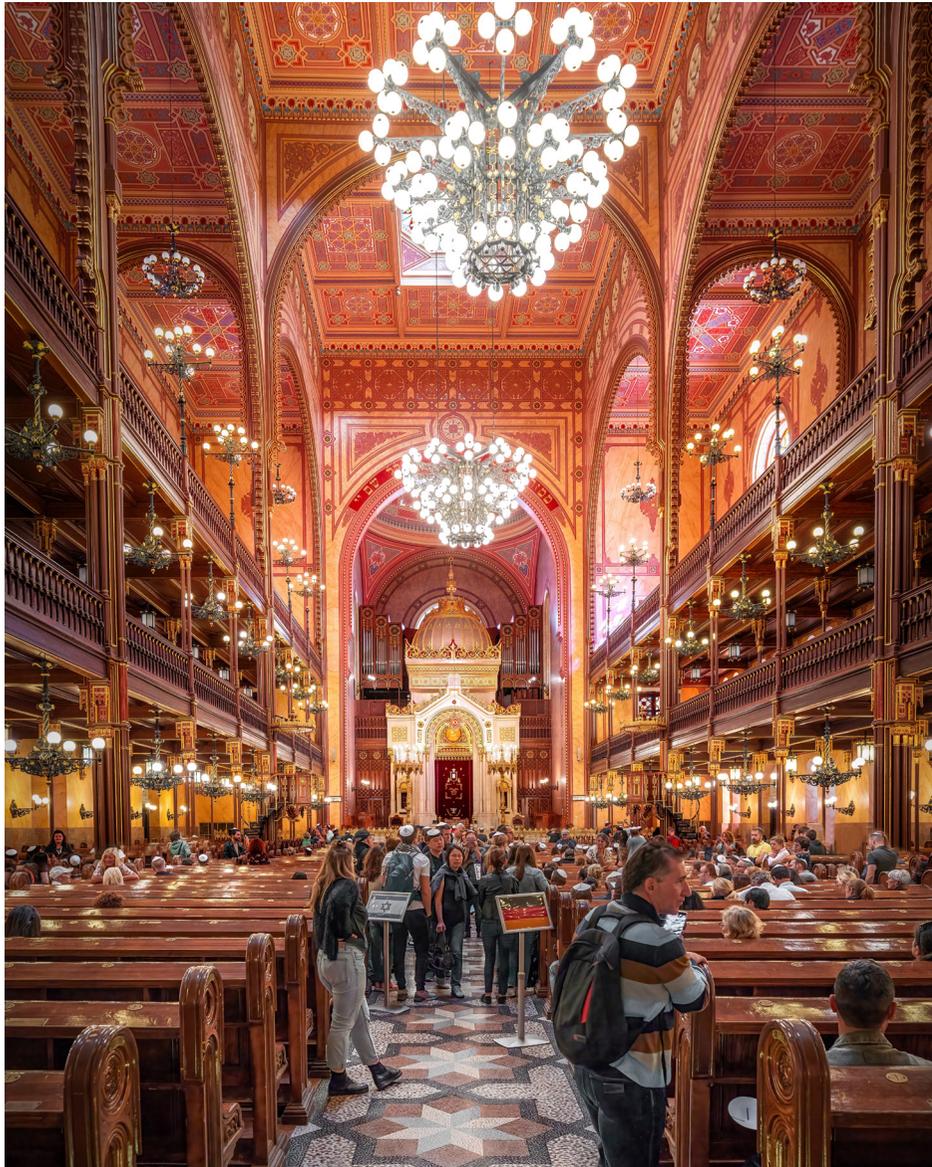
## CODESHARE\*



\*Both Codeshare and Interline Partners

## INTERLINE





# AUDIENCE PROFILE

**74%**

Air India readers belong to the age group 25 to 50

**55%**

Male passengers

**45%**

Female passengers

**98%**

of Air India readers are active on smart devices

**60%**

of Air India audience are millennials

**75%**

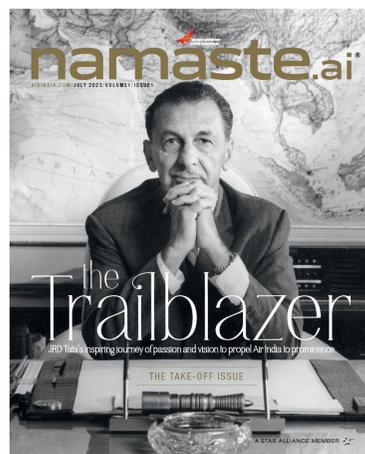
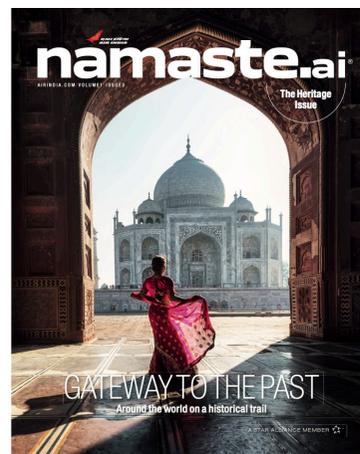
Air India audience are urban dwellers

**81%**

Air India readers are online shoppers, corporates or entrepreneurs

# ABOUT NAMASTE.ai

Welcome onboard with Namste.ai, Air India's all-new in-flight magazine launched in July 2023. Our mission is to provide our passengers with the best in-flight experience possible. The magazine is as closely allied to your flight as your delicious hot meal, your in-flight entertainment, and the fabulous crew who serve you point-to-point.



## ↓ REAL-TIME INFORMATION

Namaste.ai magazine is packed with tips and insights about the world's best destinations

## ↓ TRAVEL EXPERTISE

Our writers and contributors are globally cherry-picked by our experienced editorial team. They live and breathe your favourite cities and ensure Air

India's passengers get the very best reading experience

## ↓ SOCIAL AMMUNITION

From cars, watches, gadgets, and fashion fads, the magazine is packed with the latest lifestyle and luxury must-haves and must-knows

## ↓ AN ENHANCED EXPERIENCE

Namaste.ai also gives

its readers practical itineraries on how to plan their next trip. It's an immersive experience from start to finish that helps our audience

## ↓ BEST FOR BUSINESS

The magazine also features dedicated editorials focussed directly towards business traveller and the topics that make them tick.

# DISCOVER MORE

Namaste.ai brings you an exclusive blend of captivating content that celebrates the vibrant colours of India and the world. The respective sections explore breathtaking destinations, shedding light on hidden gems and providing first-hand accounts of enriching cultural experiences alongside diverse cuisine, art, and the latest trends in retail and lifestyle must-haves. Hence, we create a holistic and immersive reading experience for our esteemed passengers. Welcome to a world where every page invites you to explore, discover, and be inspired.

## SECTIONS

### THE PEOPLE

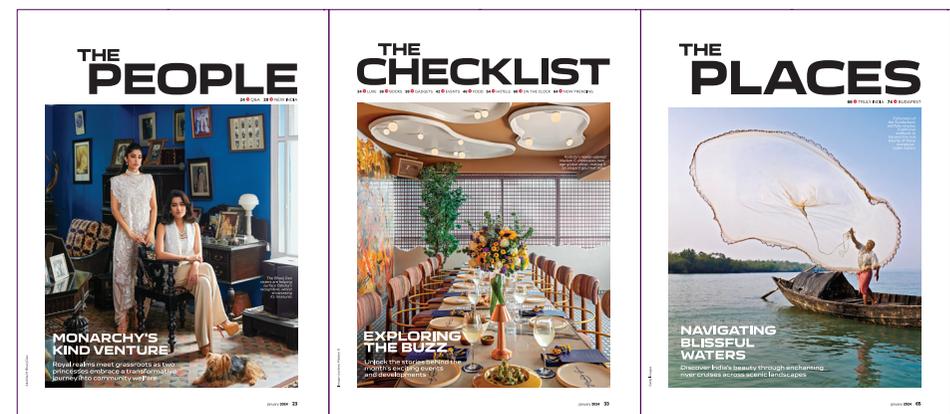
- Focuses on celebrities and profiles individuals of recent prominence.
- The "New India" segment highlights the emerging figures who embody the spirit of the progressive nation.

### THE CHECKLIST

- Curates lists and nuggets of must-do activities, must-try experiences, and must-have items in everyday life.
- Find your guide to the essentials, curated for every need.

### THE PLACES

- Features immersive and experiential travel articles by reputed Indian and international writers.
- Infused with local insights and guides for deeper understanding of the destinations.



## GROSS RATES

DISPLAY UNIT	RATE (₹/INR)
<b>STANDARD AD POSITIONS</b>	
Full Page Colour (FPC)	8,00,000
Double Page Spread (DPS)	16,00,000
First 30% Single (FPC)	9,00,000
First 30% Spread (DPS)	18,00,000
<b>PREMIUM POSITIONS</b>	
Gatefold	26,00,000
Opening Double Spread (IFCS)	20,00,000
Inside Front Cover (Single Page IFC)	12,00,000
Inside Back Cover (IBC)	10,00,000
Outside Back Cover (OBC)	16,00,000

(All rates will attract GST at 5%)

## ADVERTISING SPECIFICATIONS

AD SIZE	BLEED (W X H)	NON-BLEED (W X H)
Full Page	210 x 273 mm	190 x 250 mm
Double Spread	420 x 273 mm	400 x 250 mm
Inside Covers	210 x 273 mm	190 x 250 mm
Back Cover	210 x 273 mm	190 x 250 mm



FULL PAGE (BLEED)  
210 MM x 273 MM



FULL PAGE (NON-BLEED)  
190 MM X 250 MM



DOUBLE SPREAD (BLEED)  
420 MM X 273 MM



DOUBLE SPREAD (NON-BLEED)  
400 MM X 250 MM

# RATE CARDS (INR)

**FREQUENCY:** Monthly

**DISTRIBUTION:** Every seat pocket of Air India Domestic and International Aircraft and Lounges

**MAGAZINE SIZE:** 210 mm (width) by 273 mm (height)

**PAPER:** 220 GSM (covers) and 80 GSM (inside pages)

**MATERIAL DEADLINE:** 20th of every month

### MATERIAL PRINTING REQUIREMENTS:

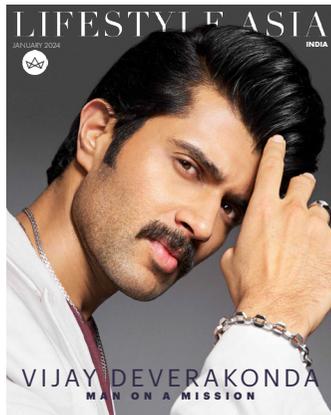
- 1/ The ad should be provided in PDF or EPS format only
- 2/ Do not place logos, legal disclaimers or other critical info outside the live area
- 3/ All files must be minimum in 300 DPI, with links in CMYK mode and fonts embedded in the file

**PAGE BLEEDS:** 3 mm on all sides (ads without sufficient bleed area will be reduced to fit the live area size)

**LIVE/SAFE AREA OR NON-BLEEDS:** 10 mm on all sides

**GUTTER:** 5 mm on each side for live matter (10 mm in the centre)

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# ABOUT US

BurdaLuxury is part of the Hubert Burda Media Group and is the largest international publishing company in India. Our industry-leading titles include Travel+Leisure India & South Asia, Architecture+Design, and Air Vistara's inflight magazine. And our renowned luxury digital platform, Lifestyle Asia, is the only one of its kind in India. BurdaLuxury is a prime player in the areas of publishing, digital, events and creative services across the travel, wellness, luxury, lifestyle, and consumer segments.

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