



salamair.com

# MEDIA KIT 2019-2020

06 ISSUES | 19 CITIES | 190+ WEEKLY FLIGHTS



# WHO WE ARE

**SalamAir** is the **2nd largest airline** after the state owned Oman Air in Sultanate of Oman. Owned by the **Muscat National Development & Investment Company (ASAAS)** and other Omani private investors, ASAAS is a partnership between the State General Reserve Fund, Muscat Municipality and various pension funds. **Launched** to make **air travel** more **affordable**, **SalamAir's** aim is to enable everyone to **fly** and expand their horizons by **travelling** to new **destinations**. The airline currently flies to **19** destinations in **Asia, Europe, Africa** and **the Middle East**.



FLIGHTS PER WEEK

**190+**

operated across its destinations

**19**

DESTINATIONS

**13**

countries



**AIRBUS A320NEO**

SalamAir plans to have 20 aircraft in 5 years



COMMERCIAL OPERATIONS

Started on 30 January 2017

**2<sup>nd</sup>**

**LARGEST AIRLINE IN OMAN**

OVER  
**1.6 Million**

guests experienced SalamAir till date

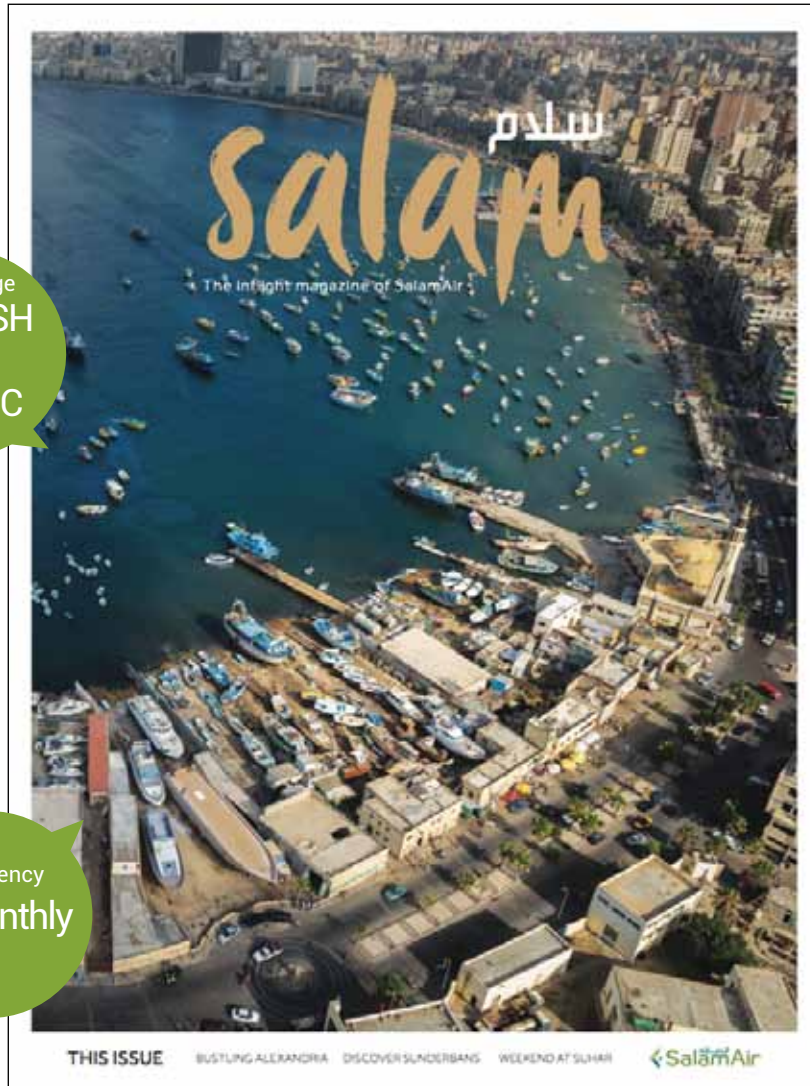
# GLOBAL NETWORK

19  
DESTINATIONS

ASIA | MIDDLE EAST | EUROPE | AFRICA



# THE MAGAZINE



Language  
ENGLISH  
&  
ARABIC

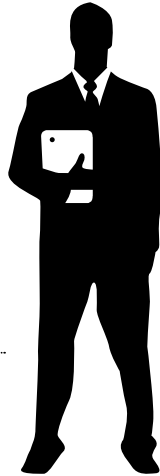
Frequency  
Bi-Monthly

سalam  
salam

Conceptualised exclusively for **SalamAir** travellers, **the bi-monthly magazine** will feature unconventional and informative travel stories and handy tips to travel across the carrier's network. Being **Omani at heart**, the content created in the **bilingual** magazine (**English and Arabic**) captures the spirit of the destinations that **SalamAir** flies to. The magazine covers everything **from travel, culture, art, heritage, food & more.**

Largest custom content marketing company providing omnichannel solutions to

**40+**  
clients globally



Awarded for content excellence on various global platforms like Galaxy, NATJA, Pearl in the US and ABCI in India.

Largest in **in-flight** content marketing with



**12** projects under its portfolio

Works with **national carriers** of **3** countries

Was founded in 2006 in **Florida, USA**

**4** pillars  
Content Strategy, Content Creation & Distribution, Content Monetization, and Results & Analytics

Offers **360°** content marketing solutions

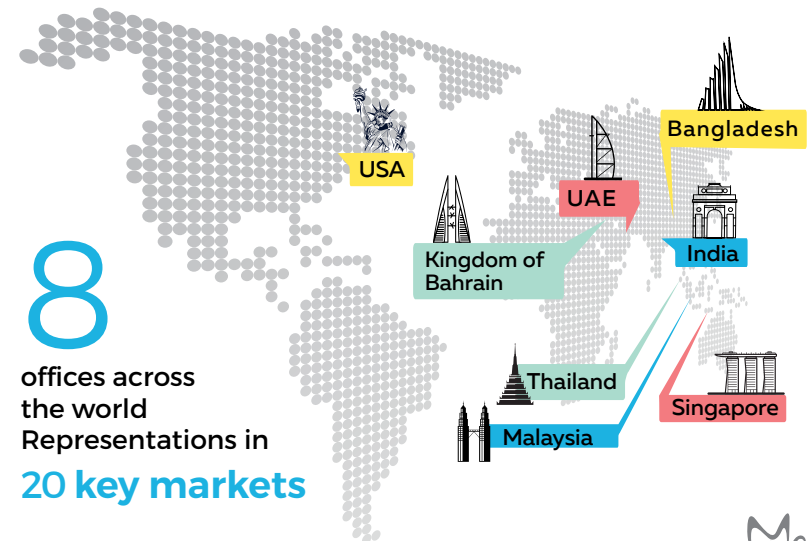
Engaged with **250+** unique advertisers per month

Largest in automobile content segment with

**6**  
clients under its portfolio



Creates content in more than **20 languages** consumed in over **170 countries**





# TECH SPECS & RATE CARD

## Bleed Ad Dimensions

	W x H (cm)	W x H (mm)
FULL PAGE	19.5 x 26	195 x 260
LIVE/SAFE AREA(FPC):	17.5 x 24.0	175 x 240
LIVE/SAFE AREA(DSC):	39.0 x 26.0	390 x 260

## Non-Bleed Ad Dimensions

	W x H (cm)	W x H (mm)
FULL PAGE	17.5 x 24.0	175 x 240
DOUBLE SPREAD	37.0 x 24.0	370 x 240

\* please provide half page, quarter page, strip in non-bleed only and allow a gutter space of 15 mm in double spread ads

## Rate Card

USD (\$)

OMR

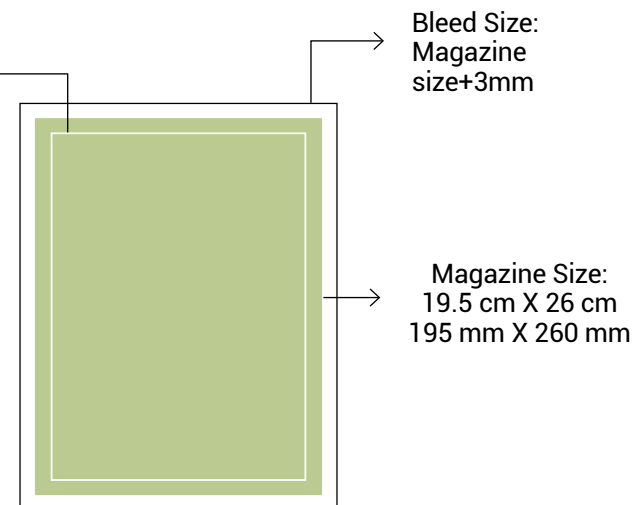
Inserts	USD (\$)	OMR
Full Page colour (FPC)	3000	1140
Double Spread (DPS)	5,400	2,100
Inside Front Cover	6,500	2,500
Inside Back Cover	6,500	2,500
Back Cover	8,000	3,100

## Creative deadline

Issue	Deadline
April-May 2019	20th Mar 2019
June-July 2019	20th May 2019
August-September 2019	20th July 2019

GSM	Cover 220	Inside Pages 70
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Live/Safe Area:  
17.5 cm x 24 cm  
175 mm x 240 mm



Bleed Size:  
Magazine  
size+3mm

Magazine Size:  
19.5 cm X 26 cm  
195 mm X 260 mm

### Magazine Size (inch):

19.5 cm x 26 cm  
195 mm x 260 mm

### Live/Safe Area (inch):

17.5 cm x 24 cm  
175 mm x 240 mm

### Bleed size:

Magazine size + 3 mm

### Periodicity : Bi-monthly

Distribution: Every seat pocket

### PAGE BLEEDS:

3 mm on all sides for a total document size of 195 mm wide x 260 mm high. Ads submitted without sufficient bleed area will be reduced to fit live area size.

### LIVE/SAFE AREA:

- ◆ 10 mm on all sides for a total document size of 195 mm wide x 260 mm high.
- ◆ Additionally, for spread bleed ads, allow 10 mm on each side of the gutter for binding.
- ◆ Please do not place logos, legal disclaimers or other critical information outside live area.
- ◆ Clearly mark all ad materials with proper cropping instructions to avoid misinterpretation.
- ◆ The ad should be provided in the PDF and EPS format only.

### Contact Details:

Send release order/creative to:

### Maxposure Arabia FZ LLC

License No. 93700, P. O. Box 502068, Dubai Media City, Building No. 8, Fifth Floor,  
Premises No. 523, Dubai, UAE, Phone: +971 44310793

Email: info@maxposuremedia.com

Advertising: info@maxposuremedia.com

# MAXPOSURE MEDIA GROUP

## USA

Maxposure Media Group LLC  
EIN: USDE4102308,  
22 Jericho Turnpike, Suite 108,  
Mineola, New York 11501, USA,  
Phone: +1 646 3672 916

## SINGAPORE

Maxposure Global Pte Ltd  
UEN: 201628201M  
51 Goldhill Plaza, #07-10/11,  
Singapore 308900,  
Phone: +65 (0) 31632622

## MALAYSIA

MMGM SDN. BHD.  
Registration No: 1290486-D  
A-15-03 Tropicana Avenue, No.12,  
Persiaran Tropicana, PJU3, 47410,  
Petaling Jaya Selangor, Malaysia,  
Phone: +60 378860995

## THAILAND

Maxposure Media (Thailand) Co. Ltd.  
Registration No.: 0105558152990,  
No.4/1 Soi Lat Phrao,  
52 (Nivet 2) Wang Thongland,  
Sub-District, Bangkok,  
Phone: +66 984984345

## BANGLADESH

Subcontinental Media Pvt Ltd  
CIN: C-115901/14,  
Profficio Ihaqs Tower (8th floor),  
8d Mohakhali Commercial Area,  
Dhaka 1212, Bangladesh,  
Phone: +880-1862260427

## INDIA

Maxposure Media Group (I) Pvt Ltd,  
CIN: U22229DL2006PTC152087,  
#TheAddress, Plot No. 62, Okhla Phase 3,  
New Delhi-110020, India,  
Phone: +91 11 43011111,  
Fax: +91 11 43011199

## UAE

Maxposure Arabia FZ LLC  
License No. 93700,  
P. O. Box 502068, Dubai Media City,  
Building No. 8, Fifth Floor,  
Premises No. 523, Dubai, UAE,  
Phone: +971 44310793

## BAHRAIN

Maxposure Marketing Services WLL  
CR No.- 103041 - 1,  
P. O. Box 11409, #652, The Lounge,  
Building No. 247, Diplomatic Area 317,  
Manama, Kingdom of Bahrain,  
Phone: +973 17518793

## MAXPOSURE INDIA OFFICES

**Ahmedabad** | 4, Megabyte Business Centre,  
Navrang Building, Opposite Samsung  
Showroom, Swastik Char Rasta, C.G.Road,  
Ahmedabad – 380009,  
Tel: +91 79 40193627

**Bengaluru** | 409, A Wing, 4th Floor, Mittal  
Towers, M.G. Road, Bengaluru-560001,  
Tel: +91 80 40921037-38,

**Chennai** | #10, Uthamar Gandhi Salai,  
Nungambakkam High Rd,  
Nungambakkam, Chennai,  
Tamil Nadu 600034

**Indore** | 7/1, 409, 4th Floor, Ratan Mani  
Complex, Opposite Inter Star Showroom, New

Palasia, Indore - 452001,  
Tel: +91 731 4248881

**Jaipur** | Shop No.B-18, Hotel Arco Palace  
Opp.Metro Station, Sindhi Camp Station  
Road, Jaipur-302001,  
Tel: +91 141 404 7655

**Kolkata** | DPS Corporate Club, 1st Floor, 9A  
Sebak Baidya Street, Kolkata – 700029,  
Tel: +91 33 40680111

**Mumbai** | Omkar - The Summit Business Bay  
7th floor, Unit No.716, Chakala,  
Andheri Kurla Road, Behind, Gurunanak Petrol  
Pump, Andheri (East), Mumbai - 400093  
Tel: +91 2261991111

## INTERNATIONAL REPRESENTATION

### NORTH AMERICA

**Canada** | Wayne Saint John  
The New Base, Tel: +141 63631388  
wayne.stjohn@thenewbase.com

### EUROPE

**France** | Nicolas Devos  
IMM International,  
Tel: +331 40137905  
n.devos@imm-international.com

### Russia/Switzerland

Gleb Korotkov  
Halfbudget,  
Tel: + 7 9852243800,  
+41 767102525  
info@halfbudget.com

**Turkey** | Tan Bilge Media Ltd  
Tel: +90 212 2758433  
tanbilge@medialtd.com.tr

**London** | David Simpson  
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Mob: +44 79 00885456  
david@simpson-media.com

**Cyprus & Greece** | Spiros Trivolis,  
**STA-Spiros Trivolis and Associates Ltd**  
Mob: + 30 6944276555  
strivolis@sta.com.gr

### FAR EAST

**Japan** | Michiko Kawano  
Pacific Business Inc, Tel: +813 36616138  
kawano-pbi@gol.com

**Hong Kong/Indonesia** | Peter Jeffery  
Asian Integrated Media Ltd.  
Tel: +852 39106388  
peterjeffery@asianmedia.com

**South Korea** | Jung-Won Suh  
Sinsegi Media Inc., Tel: +82  
27858222  
sinsegi-2@sinsegimedia.info

**Sri Lanka**  
info@maxposuremedia.com

### AUSTRALIA

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Publisher's Internationale`  
Tel: +612 92523476,  
charlton.dsilva@pubintl.com.au