

# *spice*route

THE INFLIGHT MAGAZINE

## MEDIA KIT

2024-25



**NKN**  
MEDIA





# ABOUT US

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.





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## OUR EXCLUSIVE MEDIA PARTNERSHIPS

REPUBLIC<sup>TV</sup>

ZOOM



INDIA<sup>TV</sup>



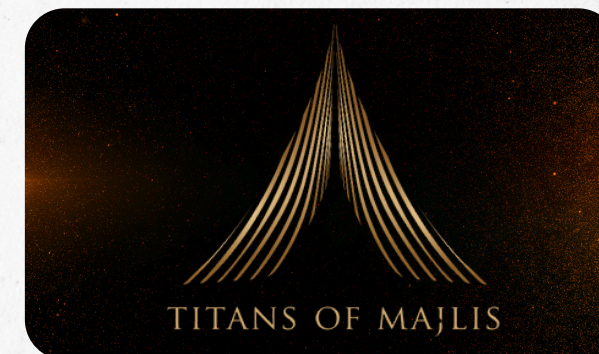
NDTV  
24x7

TIMES  
NOW<sup>®</sup>

PTC  
PUNJABI

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## OUR EXCLUSIVE PRODUCTS



*spice route*  
THE INFLIGHT MAGAZINE





# **SpiceJet** in Numbers

*Red. Hot. Spicy.*

## PASSENGER FLOWN\*

Domestic

402,949,078

International

7,119,400

320

Domestic  
Departures Daily\*

35

International  
Departures Daily\*

14M+

Passengers  
flown in FY 2024

\*Data Source: DGCA, FYI 2023-24

## 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.





# 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



# spice route

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

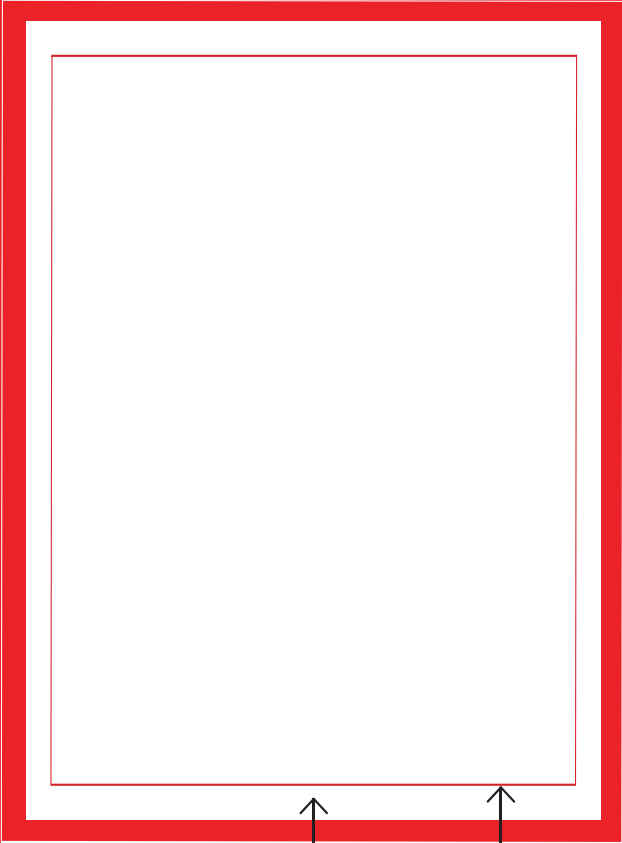
## Non-Bleed Ad Dimensions

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



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.



+971 52 219 3009



[www.nknmedia.ae](http://www.nknmedia.ae)



[info@nknmedia.in](mailto:info@nknmedia.in)



**Dubai Media City Building 6** - 1st floor - Office 109  
King Salman Bin Abdulaziz Al Saud St - Al Sufouh - Al  
Sufouh 2 - Dubai

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

