



vistara

Fly the new feeling

The Inflight Magazine



MEDIA KIT 2024



The Inflight Magazine

MISSION STATEMENT



The Vistara inflight magazine aims to be an innovative resource for refined travellers who seek more immersive experiences, have an affinity for the good life, focus on overall well-being and count travel as one of their most enriching life decisions.

Through expert and well-rounded content, we seek to be a one-of-a-kind inflight magazine and the ideal travel companion. We also reach our premium audience through our Club Vistara membership of 4 million, our digital newsletter audience of 6 million, and online through our microsite, accessed via Vistara's main site or its own, unique URL magazine.airvistara.com.



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BRAND ENGAGEMENT



6M

VISTARA'S DIGITAL NEWSLETTER DATABASE

4M

CLUB VISTARA REGISTERED MEMBERS

900K

ESTIMATED READERSHIP PER ISSUE

20%

OPEN RATE FOR OUR DIGITAL NEWSLETTER

1.8M

SOCIAL MEDIA FOLLOWERS



The Inflight Magazine

AUDIENCE PROFILE

The Vistara inflight magazine is designed for an elite and HNI audience that wants to enhance their lifestyle, enrich their minds, and widen their experiences via the lens of travel. Our audience is young and premium and includes celebrities and corporates who are keen to engage with content and media on different platforms. Our exclusive consumers actively seek out new avenues of infotainment and are open to advertising messages.



74%

OF OUR READERS ARE BETWEEN THE AGES 22-45

98%

ARE ACTIVE ON SMART DEVICES

93%

ARE URBAN DWELLERS

96%

SHOP ONLINE

81%

CORPORATE & ENTREPRENEURS

KEY ATTRIBUTES

- ▶ EARLY ADOPTERS
- ▶ WELL-TRAVELLED
- ▶ BRAND-CONSCIOUS
- ▶ STYLISH
- ▶ SOCIALLY CONNECTED
- ▶ INQUISITIVE ABOUT TRENDS
- ▶ SPEND ON LUXURY
- ▶ APPRECIATE CULTURE



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THE VISTARA ADVANTAGE

Vistara is India's only five-star rated airline, with an exclusive set of consumers and high recall value among travellers. We have won awards for our service, our work and our magazine. Vistara, meaning 'limitless expanse', is the finest full-service airline that offers travellers a memorable and personalised experience. There's a reason why we 'Fly the new feeling'.



1M+

AVERAGE PAX/MONTH

50 DESTINATIONS

ACROSS INDIA, ASIA, EUROPE
& THE MIDDLE EAST

300+

AVERAGE NUMBER OF VISTARA FLIGHTS
PER DAY



67 AIRCRAFT

INCLUDING 51 Airbus A320, ten Airbus
A321neo, and six Boeing 787-9 Dreamliner

60%

BUSINESS TRAVELLERS

18%+

CXOs, CEOs, CMOs, AND C-SUITE-TRAVELLERS

HIGH PASSENGER LOAD FACTOR.
ONLY INDIAN AIRLINE WITH 3 SEGMENTS:
BUSINESS
PREMIUM ECONOMY
ECONOMY



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AWARDS GALORE!

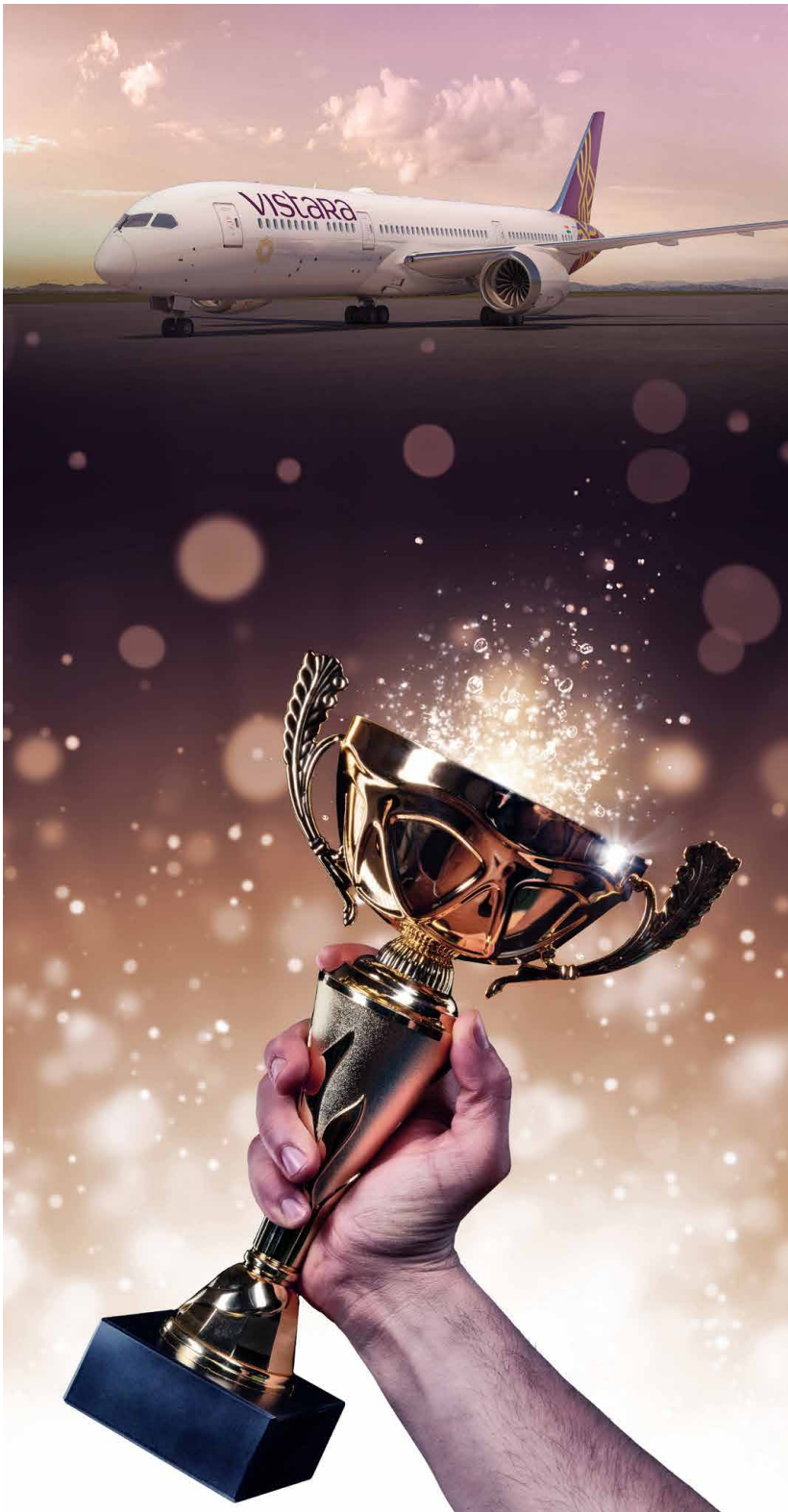
DOMESTIC AIRLINE OF THE YEAR
THE ECONOMIC TIMES TRAVEL & TOURISM
ANNUAL AWARDS 2023

BEST OVERALL AIRLINE IN
CENTRAL/SOUTHERN ASIA
FIVE-STAR MAJOR AIRLINE
APEX Awards 2024

FAVOURITE DOMESTIC AIRLINE
(sixth time in a row)
CONDÉ NAST TRAVELLER READERS'
TRAVEL AWARDS 2023

BEST DOMESTIC AIRLINE
TRAVEL + LEISURE INDIA'S BEST AWARDS 2023

BEST AIRLINE IN INDIA AND SOUTH ASIA
BEST AIRLINE STAFF IN INDIA AND
SOUTH ASIA *(fifth time in a row)*
BEST CABIN CREW IN INDIA AND
SOUTH ASIA *(third time in a row)*
BEST BUSINESS CLASS AIRLINE IN INDIA
AND SOUTH ASIA *(second time in a row)*
8TH POSITION: BEST AIRLINES IN
ASIA 2023
16TH POSITION: WORLD'S TOP
20 AIRLINES' LIST
(up four places from last year)
SKYTRAX WORLD AIRLINE AWARDS 2023





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TRAVEL ROUTES



160

NUMBER OF TRAVEL ROUTES, INCLUDING
110 DOMESTIC AND 50 INTERNATIONAL

67

NUMBER OF AIRCRAFT

6

NEW DESTINATIONS LAUNCHED IN 2023,
INCLUDING ONE DOMESTIC AND
FIVE INTERNATIONAL

31

NEW ROUTES LAUNCHED IN 2023,
INCLUDING 15 DOMESTIC AND
16 INTERNATIONAL



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EDITORIAL CALENDAR



JANUARY 2024

The Anniversary Issue

Embark on a journey of new adventures and the latest in technology, automobiles, and wellness to begin the year on a joyous note.

SPECIAL FOCUS: New Tech Trends, Self-Care Ideas, Home Décor, Latest Cars, Vistara's Anniversary Celebrations

FEBRUARY 2024

The Indulgence Issue

Stories about unique destinations, lavish experiences, and luxurious products for the affluent traveller.

SPECIAL FOCUS: World's Most Indulgent Experiences, Spa Retreats, Winer Fragrances

MARCH 2024

The Spring Issue

A season-inspired edition on gorgeous outdoor destinations and the fresh colours and vibes of this balmy month.

SPECIAL FOCUS: Spring Fashion, Best Spring Vacations, Freshest Foods and Eateries, Spring Parties

APRIL 2024

The Adventure Issue

Unleash your intrepid spirit with exciting escapes, thrilling safaris, and encounters with Mother Nature's wonders.

SPECIAL FOCUS: Extreme Adventure Sports Hotspots, Luxury Jungle Lodges, Packing Tips, New-Edge Fashion

MAY 2024

The Summer Issue

Sun-soaked trysts around the world with generous dollops of self-care and vibrant, seasonal celebrations and parties.

SPECIAL FOCUS: Hiking Trails and Outdoorsy Fun, Tropical Getaways, Summer Cruises, Seasonal Recipes

JUNE 2024

The Sustainability Issue

Indulge in a universe of eco-friendly travel with green destination itineraries and environmentally-forward retail therapy.

SPECIAL FOCUS: Farm-to-Table Eats, Eco-Friendly Hotels, Conservation Successes, Urban Travel Guides

JULY 2024

The Design Issue

Where travel, culture, and aesthetics converge in a captivating edition on the world's best designed destinations.

SPECIAL FOCUS: Artistic Retreats, Street Art Extravaganzas, Fashion Round-ups, Cool Watches, Home Décor Inspiration

AUGUST 2024

The Liberation Issue

Exploring the beauty and unique stories from every corner of India in this special Independence month edition.

SPECIAL FOCUS: Indian Fashion, Tech, And Beauty, Top Luxe Hotels, Indian Textiles, Gourmet Delicacies

SEPTEMBER 2024

The Gourmet Issue

Savour culinary escapes, decadent delights, and gastronomic adventures across India and the world in this delicious issue.

SPECIAL FOCUS: Foodie City Itineraries, Creative Recipes From Celebrity Chefs, Dessert Mania, Kitchen Essentials

OCTOBER 2024

The Fiesta Issue

A power-packed round-up of global celebrations, traditions, gifting specials, and festive spectacles.

SPECIAL FOCUS: Shopping Guides, Festive Décor, Tech Launches, Carnival Destinations, Special Getaways

NOVEMBER 2024

The Glamour Issue

Enjoy the year-end party season with our features on luxe fashion, experiential travel, exquisite jewellery, and party ideas.

SPECIAL FOCUS: Family Vacations, Shopaholic Destinations, Festive Eats, Indulgent Home Accessories

DECEMBER 2024

The Celebrations Issue

End the year on a high note with an exclusive collection of party inspiration, shopping guides, and winter holiday ideas.

SPECIAL FOCUS: Christmas Recipes and Markets, Retail Therapy Guides, Glamorous Fashion, Holiday Destinations



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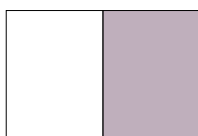
PRINT EDITION

The Vistara inflight magazine is the ultimate resource for all travellers when it comes to style, wellness, travel know-how, current affairs and lifestyle advice. With curated, well-researched and entertaining content, the magazine reaches an elite audience, continuously reinforcing its position as a premium traveller's companion, accessible across media.

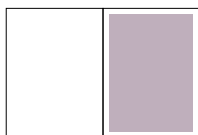
GROSS RATES

DISPLAY UNIT	RATE (₹/INR)
STANDARD AD POSITIONS	
Full Page Colour (FPC)	5,50,000
Double Page Spread (DPS)	11,00,000
First 30% Single (FPC)	7,50,000
First 30% Spread (DPS)	11,50,000
PREMIUM POSITIONS	
Opening Double Spread (IFCS)	14,50,000
Inside Front Cover (Single Page IFC)	9,00,000
Inside Back Cover (IBC)	8,00,000
Outside Back Cover (OBC)	12,50,000

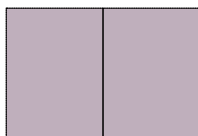
(All rates will attract GST at 5%)



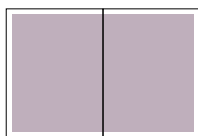
FULL PAGE (BLEED)
210 MM x 260 MM



FULL PAGE (NON-BLEED)
190 MM X 240 MM



DOUBLE SPREAD (BLEED)
420 MM X 260 MM



DOUBLE SPREAD (NON-BLEED)
400 MM X 240 MM

ADVERTISING SPECIFICATIONS

AD SIZE	BLEED (W X H)	NON-BLEED (W X H)
Full Page	210 x 260 mm	190 x 240 mm
Double Spread	420 x 260 mm	400 x 240 mm
Inside Covers	210 x 260 mm	190 x 240 mm
Back Cover	210 x 260 mm	190 x 240 mm

MAGAZINE SIZE: 210 mm (width) by 260 mm (height)

PAPER: 220 GSM (covers) and 70 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 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 live area size)

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

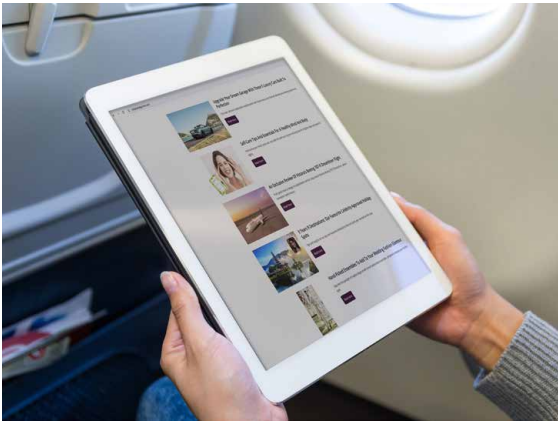
GUTTER: 5 mm on each side for live matter (10 mm in the centre)



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EXCLUSIVE WEBSITE

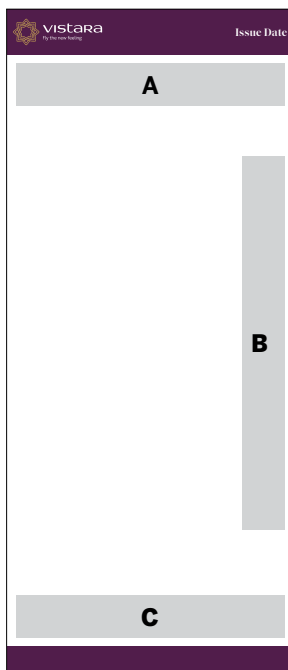
www.vistaramagazine.com



Whether your aim is awareness or engagement, vistaramagazine.com offers you unique access to an extremely busy, active and digitally-active audience. The content moves beyond the magazine and includes traveller submissions, interactive features and vignettes of the Vistara experience, bolstered by our exciting and timeless features. The website extends the deep engagement we share with our consumers.

GROSS RATES

ADVERTISING OPPORTUNITIES	RATES (₹/INR)	TERMS & DETAILS
BANNERS		
Standard ROS Banners : Masthead + Half Page + Floating banner	CPM 450	4 weeks Duration/ 0.75 Million Impressions
NATIVE ARTICLES		
Native story with 6-10 images and/or inclusion of a video (less than a minute)	250,000	45,000 Page Views
Native story with 6-10 images and/or inclusion of a video (less than a minute) + Display Banners on the native article	450,000	45,000 Page Views. Banner will display only on the Native story of the brand (in rotation)
Native story with 6-10 images and/or inclusion of a video (less than a minute) + Branding Opportunity on the Vistara Newsletter	500,000	45,000 page view/ 15% Newsletter Open rate

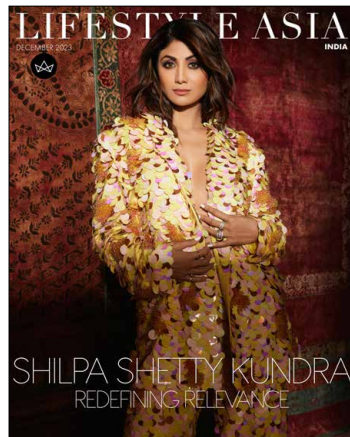


INSERTION SPECIFICATIONS

BANNER POSITION	DIMENSIONS (w x h)
A. TOP TILE BANNER	313 mm X 45 mm (887.244 px X127.559 px)
B. SIDE BAR BANNER	45 mm X 250 mm (127.559px X 708.661px)
C. BOTTOM TILE BANNER	313 mm X 45 mm (887.244 px X127.559 px)



The Inflight Magazine
THE PUBLISHER



*Burda Media India 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** and **Architecture+Design**. And our renowned luxury digital platform, **Lifestyle Asia**, is the only one of its kind in India. Our brand solutions and creative services division, **Augment**, creates compelling content to make lasting consumer connections. Burda Media India 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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