

THE BEST OF PAPUA NEW GUINEA TRAVEL AND CULTURE



- Targeted national and international distribution
- 20,000 print run

FINALLY, A WORLD-CLASS TRAVEL MAGAZINE FOR PAPUA NEW GUINEA

PNG's unique culture, breathtaking scenery and diverse flora and fauna has long deserved its own international-quality publication—a publication to promote its attractions to both a domestic and global audience.

Now, finally, it will have one.

The *Paradise Annual 2018* will be showcasing travel and tourism destinations across the country, highlighting the very best PNG has to offer.

Specifically, it will feature the best PNG travel stories from the previous 12 months of *Paradise* magazine, tourism-focused profiles on each of the PNG's 22 provinces, a directory of hotels and other tourism service

providers, an annual review of PNG tourism sector and much more.

Printed as a high-gloss premium magazine, it will be available for 12 months at Air Niugini's airport lounges, travel related industry professionals, retail outlets within PNG and all leading hotels and tourism establishments. Additionally, a premium hardback edition will be available for sale at all good retail outlets. The magazine will also be available as a digital edition.

The prestigious publication is an outstanding opportunity to reach a wide audience of executives and travellers, both in PNG and internationally.



To whom it may concern

Business Advantage International (BAI) is the authorised publisher of Air Niugini's in-flight magazine, *Paradise*.

As part of their ongoing work to develop the *Paradise* brand, we have authorised BAI to produce a *Paradise*-branded annual publication. This will be published at the beginning of 2018 as the airline celebrates its 45 years of service.

The unique new publication will be focused on promoting PNG travel, culture and lifestyle. It will have a wide distribution outside Air Niugini's aircraft, both within PNG and internationally, including via Air Niugini's executive lounge and sales office network.

I commend this new initiative to you and encourage you to support it.

Yours sincerely



Simon Foo
Chief Executive Officer
Air Niugini Limited

ADVERTISING RATES

Double Page Spread **\$8,500**

Full Page **\$5,105**

Half Page **\$3,110**

Quarter Page **\$1,930**

Directory **\$720 per module (8 modules per page)**

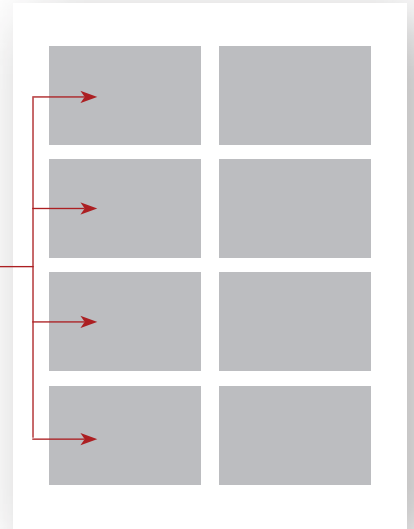
Loadings – Full Page Only

First quarter of magazine and guaranteed right hand page **30% loading**

First half of magazine and guaranteed right hand page **20% loading**

General Loadings

Guaranteed right hand page **10% loading**



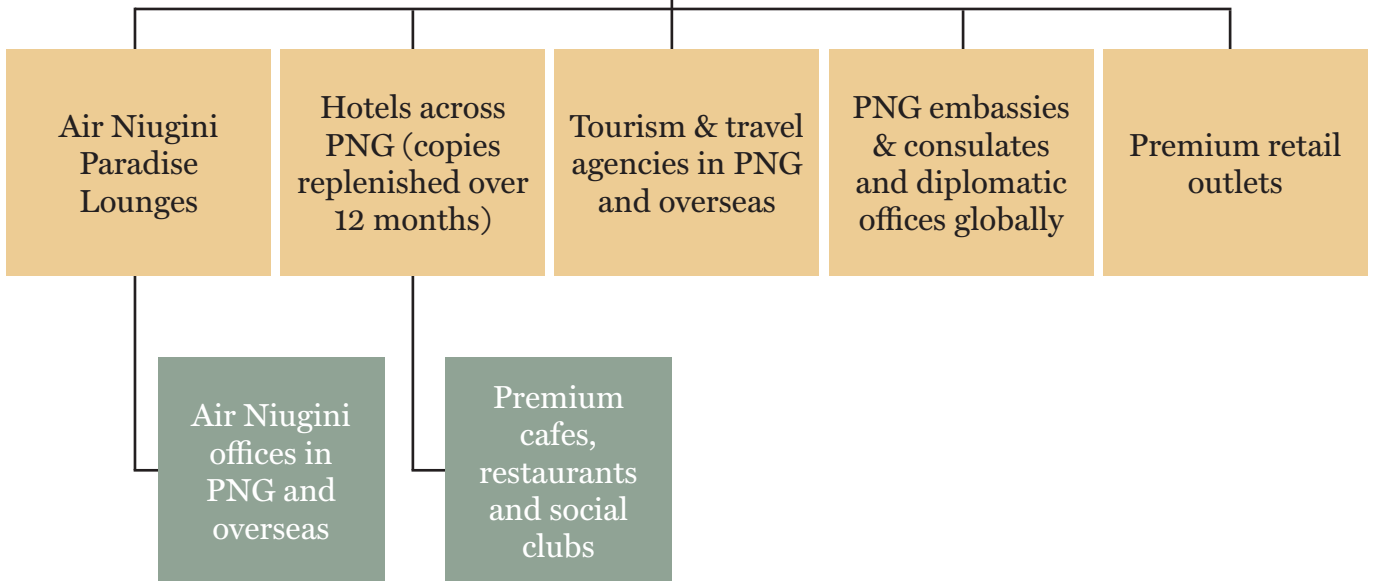
Publishing Date **April 1, 2018**

Booking Deadline **December 1, 2017**

Material Deadline **December 8, 2017**

DISTRIBUTION

20,000 Copies



JUNGLE JAUNT

Robert Upe ventures into the remote heart of PNG, a trip that involves dugout canoes, rivers and jungle that goes forever.

PARADISE ANNUAL 2018

WESTERN HIGHLANDS

PARADISE ANNUAL 2018

