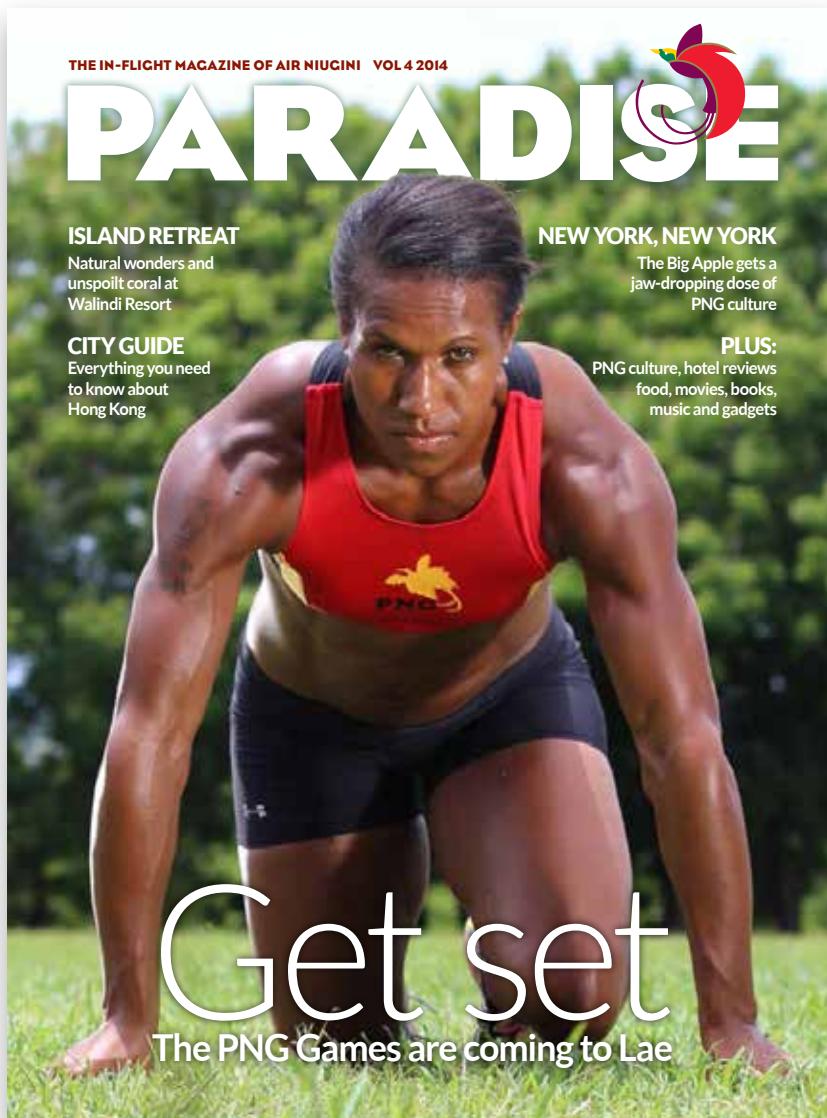


THE IN-FLIGHT MAGAZINE OF AIR NIUGINI



PARADISE



2015 Advertising Rates

Paradise magazine entered a new era in late 2014. New publisher Business Advantage International unveiled its first edition of the magazine in September, featuring a brand new layout and expanded contents.

Our objective is to bring *Paradise* up to the standard of the most respected inflight publications worldwide. That process will continue in 2015 with a lower ad ratio introduced to strike a better balance between editorial and advertisements.



CIRCULATION

Paradise magazine has a print run of 20,000.

- It is available in every seat of every international flight, and on selected domestic services.
- Copies are also distributed through channels such as Air Niugini lounges, travel industry contacts and PNG diplomatic missions around the world.
- From December 2014 *Paradise* is also easy to access online via its own dedicated website at: airniuginiparadise.com.

TRAVELLER
OUR COUNTRY, OUR REGION, OUR WORLD



A PLACE OF YOUR OWN

Ken Hoppen dips his toes in the water at a resort in the Conflict Islands where there are so few people that you feel like a castaway.

Hoppen was one of the first people to visit the islands in 1972. He was a young man, a student at the University of Queensland, and he was looking for a place to study. He found it in the Conflict Islands, a group of small islands in the western part of Papua New Guinea. The islands were then a military base, but Hoppen was the only person there. He stayed for a few months, and he fell in love with the place. He returned to Australia, but he never forgot the islands. In 1978, he returned to the islands and he stayed for good. He built a small resort, and he has been there ever since. Today, the resort is a popular destination for tourists, and it is one of the most beautiful places in the world.

TRAVELLER
OUR COUNTRY



NEED TO KNOW

Paradise magazine is a quarterly publication that provides information on travel, culture, and the environment in Papua New Guinea. It is available in every seat of every international flight, and on selected domestic services. Copies are also distributed through channels such as Air Niugini lounges, travel industry contacts and PNG diplomatic missions around the world. From December 2014, Paradise is also easy to access online via its own dedicated website at: airniuginiparadise.com.

TRAVELLER
OUR COUNTRY



Nature's playground

Diving, bird watching and swimming in volcanic hotwater rivers are among the natural wonders at Waialeale Resort, Sokeo Highlands region.

TRAVELLER
OUR COUNTRY



Established over 25 years ago, Waialeale Resort is a unique destination in the Sokeo Highlands region of Papua New Guinea. The resort is located on a small island, and it is one of the most beautiful places in the world. The resort is a popular destination for tourists, and it is one of the most beautiful places in the world. The resort is a popular destination for tourists, and it is one of the most beautiful places in the world.



ADVERTISING RATES

(VALID JANUARY TO DECEMBER 2015)

AD SPACE RATES (AUD\$) PER BI-MONTHLY ISSUE

	1 ISSUE	3 ISSUES	6 ISSUES
Double page spread	\$7150	\$6325	\$5500
Full page	\$4160	\$3680	\$3200
Half page	\$2535	\$2240	\$1950
Quarter page (hor. or vert.)	\$1560	\$1380	\$1200
Tourism module*	NA	NA	\$700

*PNG-based tourism operators only- conditions apply

LOADINGS

- First quarter of the magazine, and guaranteed right hand page - 30% loading
- First half and guaranteed right hand page - 20% loading
- Guaranteed right hand page - 10% loading

ARTWORK PRODUCTION CHARGES

- Half/quarter page \$350.00
- Full page - \$500.00

This is a basic production service – high resolution photographs/ logo plus required copy must be provided by client.

Please enquire regarding the creation of artworks and campaigns from scratch.



- 1 All advertising is accepted only at the Publisher's discretion. The Publisher reserves the right to refuse any booking or artwork it deems unsuitable for the publication.
- 2 The advertising ratio in 2015 will reduce to less than 45% (it was around 50% in 2014). Half page ads will no longer be 'stacked'- each will be the only ad on the page.
- 3 Cancellation is not permitted after the booking deadline.
- 4 GST is not applicable.

LIVING **GADGETS** **BY THE EDITOR**

Gadgets and travel accessories

Smaller, smarter headphones
 In the ongoing search for the perfect noise-canceling headphones, Sony has a candidate worthy of attention. Its WH-1000M2 headphones have a redesigned headband for a more secure fit and better sound. The result: Bluetooth capability remains the need for more cables, and the headphones sound like a high-quality pair when used in a noisy space. Available for \$349.95 at sony.com.au.

Back-to-back bags
 If you're a frequent traveler, you'll know your backpack is one of the most important pieces of gear you own. The new Pigeon Backpack is a game-changer. It's a backpack that can be worn in two ways: as a backpack or as a messenger bag. It's also made from recycled materials, so it's eco-friendly. Available for \$149.95 at pigeongear.com.au.

Scrubba washing
 If you're a frequent traveler, you'll know your clothes are one of the most important pieces of gear you own. The new Scrubba is a game-changer. It's a portable laundry system that can be used in a sink or a tub. It's also made from recycled materials, so it's eco-friendly. Available for \$49.95 at scrubba.com.au.

LIVING **CRAFT**

TIMELESS PIECES

John Deane's expertise in the creation of PVC cuffs, collected all over the world at second-hand stores.

Timeless Pieces
 In a world where everything is disposable, it's easy to forget that there are still people who value quality and craftsmanship. John Deane is one of those people. He's a craftsman who specializes in creating PVC cuffs, which are used in a variety of applications. His cuffs are made from high-quality PVC and are designed to last for years. They're also made in a way that's both functional and aesthetically pleasing. Available for \$29.95 at timelesspieces.com.au.

LIVING **TELEVISION**

PRE-APPROVED LOANS AT YOUR FINGERTIPS

Apply for a loan in under 10 minutes. Apply for a loan in under 10 minutes. Apply for a loan in under 10 minutes.

Pre-Approved Loans at Your Fingertips
 If you're looking for a loan, you've come to the right place. Our pre-approved loans are available in under 10 minutes. They're also made from high-quality materials and are designed to last for years. Available for \$199.95 at preapprovedloans.com.au.

STRICTLY BUSINESS **DEVELOPMENT**

FLYING HIGH 1

Revolution of Port Moresby's airport will bring better check-in areas, more courtesies for customers and immigration and more shops.

Revolution of Port Moresby's airport will bring better check-in areas, more courtesies for customers and immigration and more shops.
 The Port Moresby International Airport is set to undergo a major renovation. The project is expected to be completed by 2018. The new airport will feature a range of improvements, including a new terminal building, a new check-in area, and a new immigration and customs area. The project is expected to cost \$1.5 billion. Available for \$199.95 at portmoresbyairport.com.au.

ARTWORK SPECIFICATIONS

MATERIAL REQUIREMENTS

Image Resolution 300 dpi

Colour Mode CMYK

Acceptable File Formats PDF, Tiff, EPS or High Quality Jpeg

Minimum Linework Width 0.125mm

Minimum Type Size 6 point

Reverse Text Minimum Type Size 8 point

Fonts All fonts must be embedded

NO CROP MARKS

Advertising Sizes

HEIGHT x WIDTH

Full page (full bleed)	285mm x 215mm 10mm bleed
Half page	120mm x 185mm (horizontal only)
Quarter page	120mm x 89mm (vertical)
Quarter page	58mm x 185mm (horizontal)

*Bleed only for full page

Bleed area (5mm x 4 sides) (No essential information should be placed in this area)

'Live' image area





ABOUT BUSINESS ADVANTAGE INTERNATIONAL

Business Advantage INTERNATIONAL

Business Advantage International is a publishing and communications business, founded in Melbourne in 2005.

Over the past decade, it has published a wide variety of publications throughout the Pacific Islands and the wider Asia Pacific region.

Today, its main focus is Papua New Guinea, where it has produced PNG's most respected business publication (Business Advantage Papua New Guinea) for the past eight years.

It launched PNG's first blue-chip online business portal (businessadvantagepng.com) in early 2013, co-hosts the annual PNG Advantage international investment summit and undertakes custom publishing, marketing and corporate communications projects for some of PNG's leading firms.

TRAVELLER OUR REGION

Bali luxe

Bali's best? That's the buzz around the new Double-Six Luxury Hotel, writes Kay O'Sullivan.

Whether luxury and the buzz are a winning combination when it comes to the world's most beautiful islands, Bali is certainly not short on either. Bali's reputation for its lush, tropical beauty and its vibrant culture has long been a magnet for travellers from all over the world. And now, with the arrival of the Double-Six Luxury Hotel, Bali is once again making headlines as a premier destination for luxury travellers.

The Double-Six Luxury Hotel is a new addition to Bali's luxury hotel scene. Located in the heart of the island's most beautiful beaches, the hotel offers a unique blend of traditional Balinese architecture and modern luxury. The hotel's rooms are spacious and comfortable, with private pools and stunning views of the ocean. The hotel's dining options are also exceptional, offering a mix of traditional Balinese cuisine and international dishes.

The Double-Six Luxury Hotel is a must-visit destination for anyone looking for a luxurious and unforgettable Bali experience. For more information, visit www.double-six.com.

TRAVELLER OUR REGION

Three of a kind ... airport hotels

CROWNE PLAZA DENGI AIRPORT, SINGAPORE
The new 220-room property is currently under construction and is expected to open in late 2015. The hotel will offer a range of amenities and services, including a swimming pool, fitness centre, and spa.

NOVOTEL BRISBANE AIRPORT
The hotel is a 120-room, four-star property located just a short drive from the airport. It offers a range of amenities and services, including a swimming pool, fitness centre, and spa.

AIRWAYS JACKSONS INTERNATIONAL AIRPORT, PORT MORESBY
The hotel is a 100-room, four-star property located just a short drive from the airport. It offers a range of amenities and services, including a swimming pool, fitness centre, and spa.

LIVING LIFESTYLE CULTURE SPORT ENTERTAINMENT

LET THE GAMES BEGIN

Two high-profile athletes will be inspiring hopalids at the national PNG Games, Glen O'Grady reports.

Two of the world's most successful athletes, New Zealand's Sir John Coates and Australia's Sir Ian Botham, will be competing in the PNG Games. The games are a major sporting event in PNG and are expected to attract a large number of spectators.

The PNG Games are a multi-sport event that takes place every two years. The games are held in Port Moresby and are a major source of pride for PNG. The games are also a great opportunity for athletes to showcase their talents and to compete at the highest level.

The PNG Games are a must-watch event for anyone who loves sports. For more information, visit www.pnggames.com.

LIVING FOOD

FOOD

Discover the best of Bali's cuisine in this collection of recipes. From traditional Balinese dishes to modern fusion cuisine, there's something for everyone.

TRIO
This trio of dishes is a perfect example of Balinese cuisine. It features a mix of traditional ingredients and modern techniques, resulting in a delicious and healthy meal.

SPRING ROLLS
These spring rolls are a popular dish in Bali. They are made with a mix of traditional ingredients and are served with a tangy dipping sauce.



CONTACT

Anthony Leydin

Mobile **+61 (0)415 586 027**

al@businessadvantageinternational.com



Business Advantage International Pty Ltd

Level 23, HWT Tower

40 City Road, Southgate

VIC 3006,

Australia

Tel +61 3 9674 7129 Fax +61 3 9674 0400

www.businessadvantageinternational.com