

BurdaLuxury

MEDIA KIT 2025

AIR INDIA

**NAMASTE.ai**  
Air India's all-new inflight magazine



# A NEW DAWN A NEW AIR INDIA

On 27<sup>th</sup> January 2022, the Indian government officially handed over its **flagship carrier to Tata Sons**, ushering in a new chapter in the history of Air India and the Indian aviation industry.

And since then, there has been no slowing down for this premier, full-service carrier in its **Vihaan.AI** transformation journey to become a **'World-Class airline with an Indian Heart'**.

Air India is India's leading global airline and the country's largest international carrier. Through its codeshare and interline partnerships with other major global carriers, Air India provides its guests an extended network



700+  
destinations  
around the world

49  
cities in INDIA

5  
continents

42  
cities outside of INDIA



Fleet of 205 aircraft



# SAY HELLO TO THE NEW AIR INDIA

Placed **record-setting orders for 570** widebody and narrowbody aircraft with **Airbus and Boeing** in 2023.

In December 2024, Air India placed an order to purchase 100 additional Airbus aircraft, comprising 10 widebody A350 and 90 narrowbody A320 Family aircraft. The order, thus, takes the total number of new aircraft ordered to **570**. Received delivery of 41 new aircraft since **September 2023**.

⬇️ Committed US\$400 million to refurbish legacy widebody aircraft. Full narrowbody fleet to be upgraded by 2025	⬇️ Deployed a new global brand identity and aircraft liveries for Air India and Air India Express	⬇️ Rolled out new Air India experience aboard A350 flights; world-class cabins, new tableware, bedding and amenity kits by Ferragamo and TUMI	⬇️ Unveiled refreshed website and mobile app, including the industry's first Generative AI chatbot, <b>AI.g</b>	⬇️ Successfully merged four airlines into two with Air India as the full-service carrier and Air India Express as the low-cost carrier
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# KEY GROWTH METRICS

49

DESTINATIONS  
IN INDIA

42

DESTINATIONS OVERSEAS,  
AND COUNTING

205

AIRCRAFT AND  
COUNTING

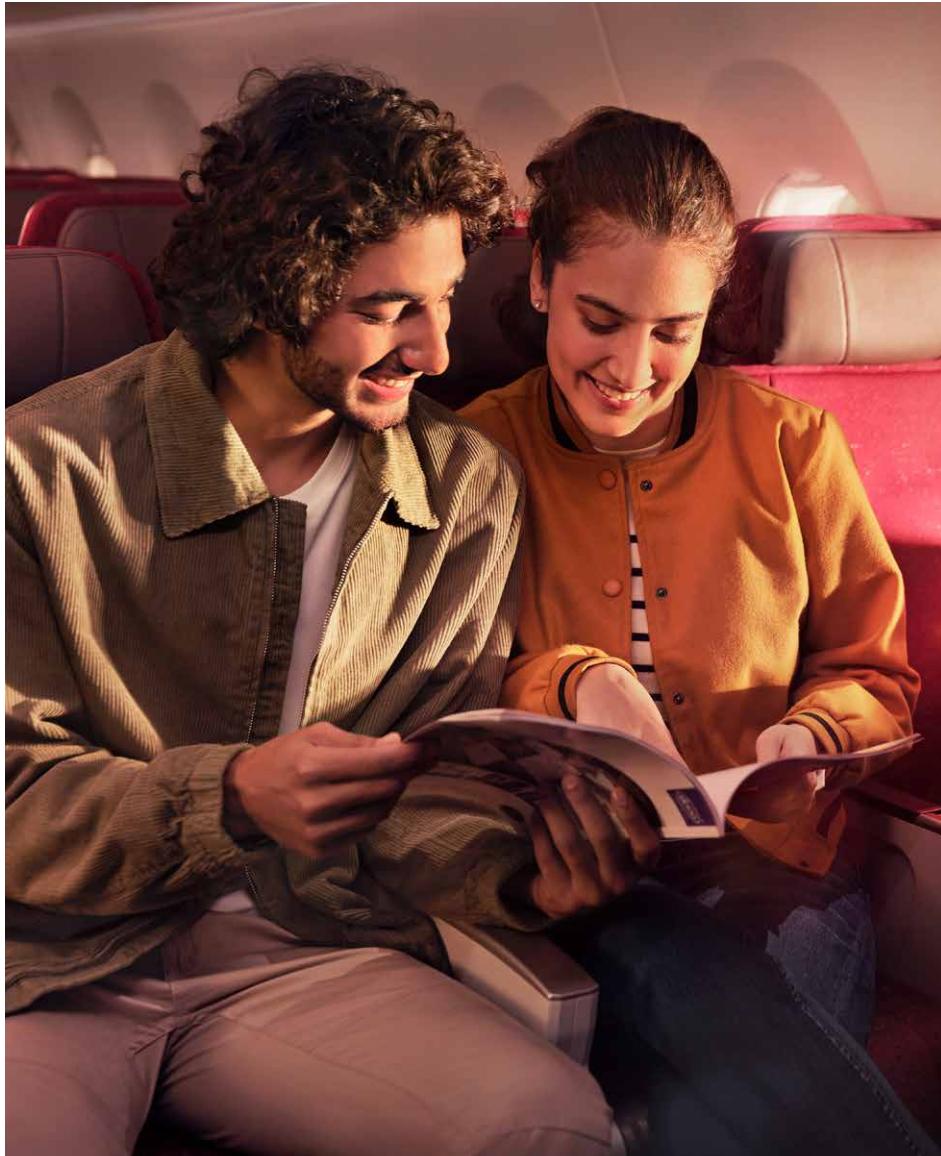
5000+

FLIGHTS PER WEEK

70,000+

PASSENGERS CARRIED EVERY DAY)

A CAPTIVE AUDIENCE WITH AN AVERAGE  
FLIGHT TIME OF ~3 HOURS



# OUR FREQUENT FLYERS

Travel **often for work**, both domestic and international. They typically take international vacations twice a year.

Prioritize **family comfort** and appreciate brands that care for their loved ones. They are willing to pay a premium for comfort with significant value.

71%

of Indians are willing to spend ₹1–6 lakh on international trips

(Source: ACKO in collaboration with YouGov Travel)

Are **senior management professionals**, leading various departments, managing clients on a global scale or **business owners** steering their own brands.

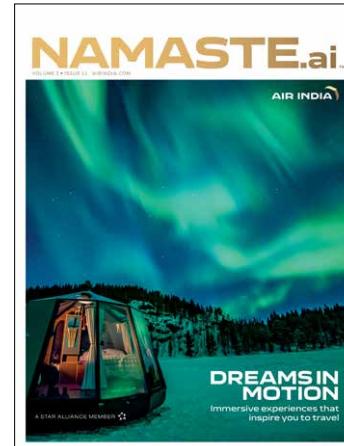
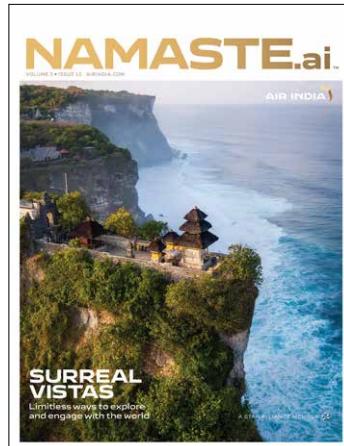
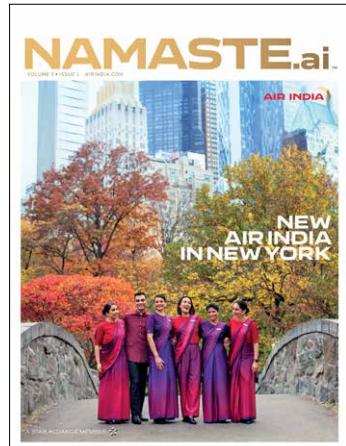
# ABOUT NAMASTE.ai

Welcome onboard with **Namaste.ai**, Air India's all-new **inflight magazine** launched in July 2023.

We focus on engaging storytelling and inspiring stories that draw the reader in. We have timely, relevant content showcasing destinations from all parts of the world.

**We are a world-class magazine with an Indian heart.**

We work with the **best writers and photographers**, from across the globe, to curate stories and insider recommendations one won't find anywhere else, so our guests can sit back, relax and step into a world of **travel, culture, art, and entertainment** at 35,000ft!



# DISCOVER MORE

Namaste.ai offers an exclusive blend of captivating content that celebrates the **vibrant colours of India and the world**. The sections explore breathtaking destinations, shedding light on hidden gems and providing first-hand accounts of enriching cultural experiences alongside diverse **cuisine, art, and the latest trends in retail and lifestyle**. A holistic and immersive reading experience for our esteemed guests!

## SECTIONS

### THE PEOPLE

Celebrates individuals who are **breaking new ground** across different arenas. The 'Inspiring India' segment highlights emerging figures who embody the spirit of the progressive nation



### THE CHECKLIST

Curates products and experiences from the latest coffee shop to a trending gadget. Your **hand-picked guide** to coveted essentials for every need



### THE PLACES

Features immersive and experiential stories that **inspire you to travel**. Infused with local insights for a deeper understanding of the destinations





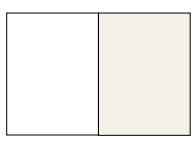
## GROSS RATES

DISPLAY UNIT	RATE (₹/INR)
<b>STANDARD AD POSITIONS</b>	
Full Page Colour (FPC)	8,00,000
Double Page Spread (DPS)	16,00,000
First 30% Single (FPC)	9,00,000
First 30% Spread (DPS)	18,00,000
<b>PREMIUM POSITIONS</b>	
Gatefold	26,00,000
Opening Double Spread (IFCS)	20,00,000
Inside Front Cover (Single Page IFC)	12,00,000
Inside Back Cover (IBC)	10,00,000
Outside Back Cover (OBC)	16,00,000

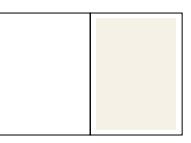
(All rates will attract GST at 5%)

## ADVERTISING SPECIFICATIONS

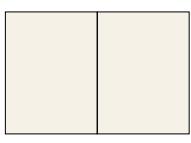
AD SIZE	BLEED (W X H)	NON-BLEED (W X H)
Full Page	210 x 273 mm	190 x 250 mm
Double Spread	420 x 273 mm	400 x 250 mm
Inside Covers	210 x 273 mm	190 x 250 mm
Back Cover	210 x 273 mm	190 x 250 mm



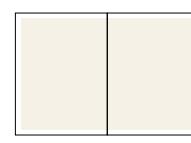
FULL PAGE (BLEED)  
210 MM x 273 MM



FULL PAGE (NON-BLEED)  
190 MM X 250 MM



DOUBLE SPREAD (BLEED)  
420 MM X 273 MM



DOUBLE SPREAD (NON-BLEED)  
400 MM X 250 MM

# RATE CARDS (INR)

FREQUENCY: Monthly

DISTRIBUTION: Every seat pocket of Air India Domestic and International Aircraft and Lounges

MAGAZINE SIZE: 210 mm (width) by 273 mm (height)

PAPER: 220 GSM (covers) and 80 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 the live area

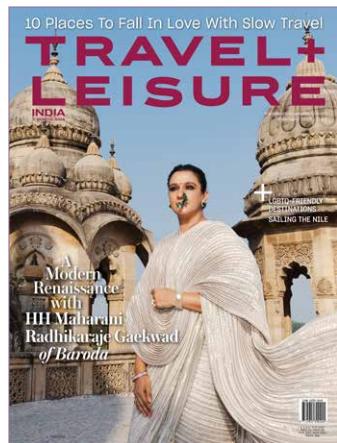
3/ All files must be minimum in 300 DPI, with links in CMYK mode and fonts embedded in the file

PAGE BLEEDS: 3 mm on all sides (ads without sufficient bleed area will be reduced to fit the 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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BurdaLuxury 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. Our renowned luxury digital platform, Lifestyle Asia, is the only one of its kind in India. BurdaLuxury 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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