

BurdaLuxury

MEDIA KIT 2026

AIR INDIA

**NAMASTE.ai**

Curated | Refined | Insightful



BurdaLuxury

# NOT JUST ANOTHER INFLIGHT MAGAZINE

Namaste.ai is India's most widely read travel and lifestyle magazine. Through its partnerships with other major global carriers, Air India provides its guests unparalleled connectivity and reaches an unprecedented number of discerning readers. As India's only carrier with a Business Class cabin, we have the crème de la crème of the country flying with us and leafing through the magazine. Luxury, lifestyle, wellness, trends, personalities—we bring distinct voices and varied perspectives to the table, igniting minds and touching souls.



900+  
destinations  
around the  
world

43

cities in  
India

5

continents

42

destinations  
overseas



186  
aircraft fleet

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nearly **100,000**  
passengers carried every day  
(approx)

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**5,000+**  
flights  
per week



# CHANGE IS IN THE AIR

Air India is well on its way in its transformation journey to become a **'World-Class airline with an Indian Heart'**.

From taking delivery of line-fit and retrofitted aircraft, to launching the Maharaja Lounge, from revamping the Maharaja Club points programme to reimagining the food and beverage menu, Air India is set to ensure you have the best experience on the ground and in the air.

- 82% of Air India's single-aisle aircraft deployed on domestic and short-haul international routes boast new or upgraded interiors
- First two retrofitted Boeing 787-8 will return in Q1 2026; retrofit of all legacy Boeing 787-8 to be completed by mid-2027
- Refreshed the food and beverage menu on domestic and international routes to drive culinary delight at 35,000 feet
- Air India's first flagship Maharaja Lounge unveiled at Delhi International Airport (T3) setting a new benchmark in premium travel comfort
- Six new twin-aisle (A350-1000 and Boeing 787-9) to arrive by end of calendar year 2026

# THE PREMIUM YOU DESERVE

## The New Maharaja Lounge At T3 Delhi



Spread across a massive 16,000sqft, Air India's brand new The Maharaja Lounge at the international pier at Terminal 3 of Indira Gandhi International Airport in Delhi, builds on the airline's new design narrative, using the same colour palette and motifs as the new aircraft cabin interiors, seamlessly tying in the journey from the ground into the air.

Divided into two distinct areas, the expansive Business Class section can accommodate around 300 guests, while the First Class section, a study in luxury, seats around 30 guests. With an expansive menu that showcases the best of Indian and international cuisine, its two bars have thoughtful cocktails crafted using local, seasonal ingredients. The Lounge is open to guests travelling in First and Business Class, Gold and Platinum Maharaja Club, and eligible Star Alliance Gold members. Namaste.ai will be placed at the Lounge to cater to this distinctive and diverse set of guests.



# MORE VISTAS TO EXPLORE

→ **33%** of Indians will plan 3 trips per year in 2026, instead of one annual break (Source: Scapia)

→ Air India is the **only airline offering Business Class and Premium Economy** in the domestic sector, thereby becoming the carrier of choice for premium, luxury flyers

→ **41%** of Indians will travel with their families, including multigenerational journeys (Source: Skyscanner 2026 Indian traveller snapshot)

→ The India outbound tourism market is valued at US\$ 23.4 billion in 2026 and is projected to reach **US\$ 68.8 billion** by 2036, expanding at an **11.4% CAGR** (Source: Future Market Insights)

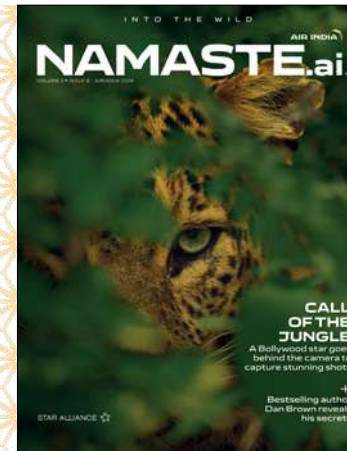
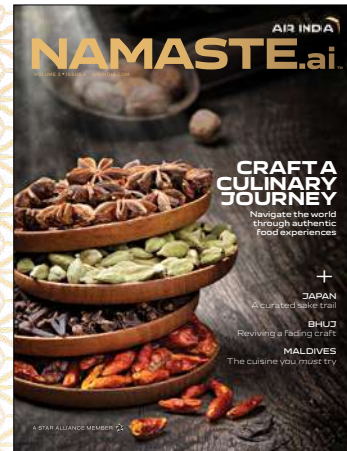
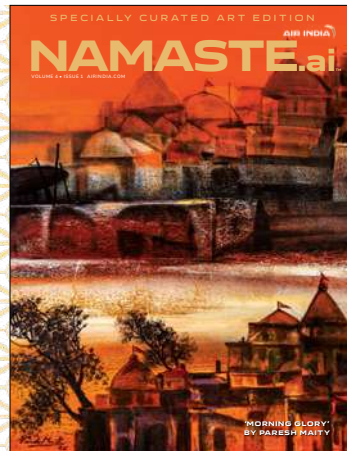


# DISCOVER A LIMITLESS WORLD

Launched in July 2023, **Namaste.ai** has consistently evolved and revamped.

Our new **Mind**, **Body**, and **Soul** sections transcend traditional travel and lifestyle content to offer stimulating, elevated reads with universal appeal. We get locals to give us insights on overlooked gems, highlight unique adventures and experiences you wouldn't normally chance upon, and take you to new vistas to explore. Influential voices share their perspectives and tell us what inspires them; experts offer guidance, decoding the latest trends and helping make sense of the buzz; first-person narratives bring genuine, relatable and compelling perspectives, told with authenticity.

**Each edition is a collectible**



# REFLECTIVE READS

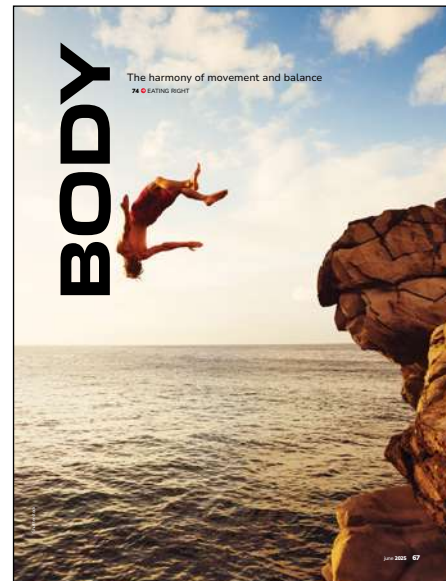
## MIND

Stories that shift perspectives and broaden the scope of thought. Destinations, celebrity interviews, crafts, culture, art and luxury, from a lens that is not run-of-the-mill



## BODY

Wellness, fitness, nutrition, trends, new therapies, and inspiring stories from people who have pushed beyond their mental and physical limits



## SOUL

Stories that go beyond the ordinary, adding sensitivity and depth, giving us a glimpse into a person's intimate reflections and take on life





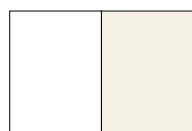
## GROSS RATES

DISPLAY UNIT	RATE (₹/INR)
<b>STANDARD AD POSITIONS</b>	
Full Page Colour (FPC)	10,00,000
Double Page Spread (DPS)	20,00,000
First 30% Single (FPC)	12,00,000
First 30% Spread (DPS)	24,00,000
<b>PREMIUM POSITIONS</b>	
Gatefold	28,00,000
Opening Double Spread (IFCS)	24,00,000
Inside Front Cover (Single Page IFC)	15,00,000
Inside Back Cover (IBC)	12,00,000
Outside Back Cover (OBC)	20,00,000

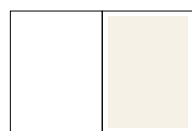
(All rates will attract GST at 5%)

## ADVERTISING SPECIFICATIONS

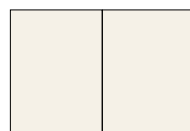
AD SIZE	BLEED (W X H)	NON-BLEED (W X H)
Full Page	210 x 273 mm	190 x 250 mm
Double Spread	420 x 273 mm	400 x 250 mm
Inside Covers	210 x 273 mm	190 x 250 mm
Back Cover	210 x 273 mm	190 x 250 mm



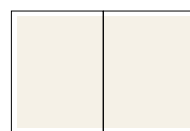
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210 MM x 273 MM



FULL PAGE (NON-BLEED)  
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DOUBLE SPREAD (BLEED)  
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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 + 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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# ABOUT US

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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