



MEDIA KIT 2021

Informative | Entertaining | International



WELCOME ABOARD BAHAMASAIR



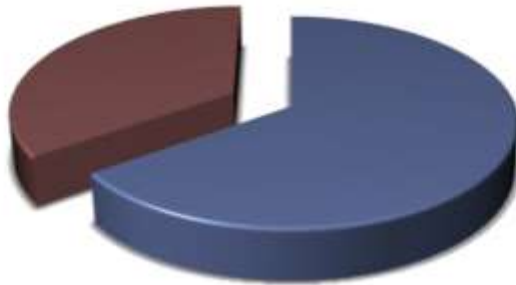
Bahamasair was established in 1973 as a product of a newly independent Commonwealth of The Bahamas to provide a safe and reliable mode of air transportation throughout the archipelagic nation and connecting the Islands of The Bahamas to the world.

Just as Bahamasair provides an “essential service” bridging the nation’s capital, Nassau, and the remote Family of Islands, the Up & Away inflight Magazine brings your message to approximately one (1) million passengers each year who are seeking to be entertained and informed of the exciting opportunities throughout our many destinations.

DESTINATIONS AND AIRLIFT

900,000+ passengers annually (estimate)
Locals – 65% | Visitors – 35%

■ Locals ■ Visitors





Up AND Away
inFlight Magazine
2021 Media Kit

inFLIGHT MAGAZINE CONTENT



WHERE TO STAY



WHERE TO SHOP



WHERE TO EAT



WHERE TO GO SIGHTSEEING



WHERE TO RELAX



WHERE TO HAVE FUN

Up & Away inFlight Magazine is where our passengers turn to for insight on destination itineraries, insider perspectives, shopping, dining advice, spectacular photography, expertly crafted stories and inspiration for doing, seeing and discovering more.



UPaway
inFlight Magazine
2021 Media Kit

Upcoming Issues

April - June 2021

CULINARY ISSUE



July - September, 2021

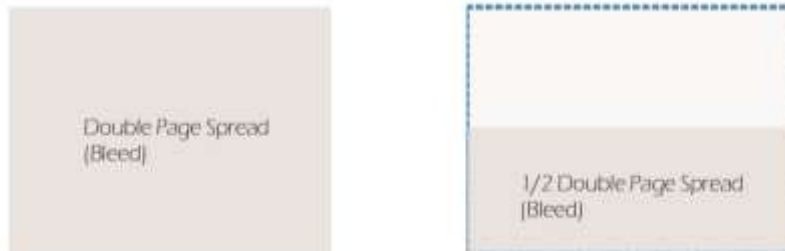
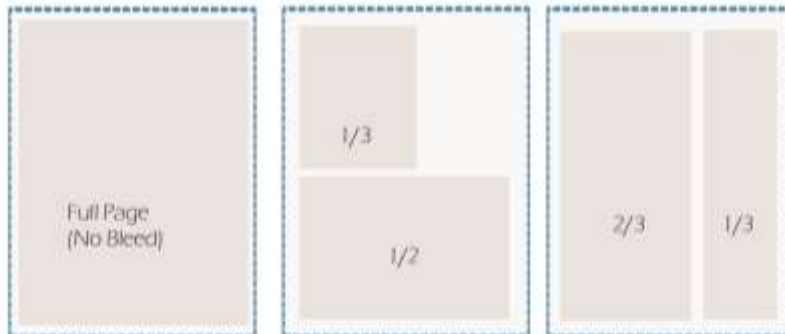
BOATING ISSUE





PRINT

AD SHAPES, PRINT RATES and DEADLINES



Issue	Commitment Deadline	Payment Deadline	Artwork Deadline	Publication
Apr - Jun 2021	December 30, 2020	January 15, 2021	January 30, 2021	April 1, 2021
Jul - Sept 2021	March 30, 2021	April 15, 2021	April 30, 2021	July 1, 2021
Oct - Dec 2021	June 30, 2021	July 15, 2021	July 30, 2021	October 1, 2021

Net Rates (B\$ US\$)	1x	2x	3x	4x
Full Page	\$4,000	**	**	**
2/3 Page	\$3,000	**	**	**
1/2 Page	\$2,400	**	**	**
1/3 Page	\$1,800	**	**	**
Cover plus feature spread (2 pages)	\$12,000	N/A	N/A	N/A
Outside back cover	\$8,500	**	**	**
Inside front or back	\$6,000	**	**	**
Double center page spread (ad)	\$7,500	**	**	**
Double page spread (ad)	\$6,000	**	**	**
1/2 Double page spread	\$3,500	**	**	**

** Discounts available - conditions apply
SPECIAL RATES MAY BE AVAILABLE DUE TO COVID CONDITIONS



UP *away*
AND
inFlight Magazine
2021 Media Kit

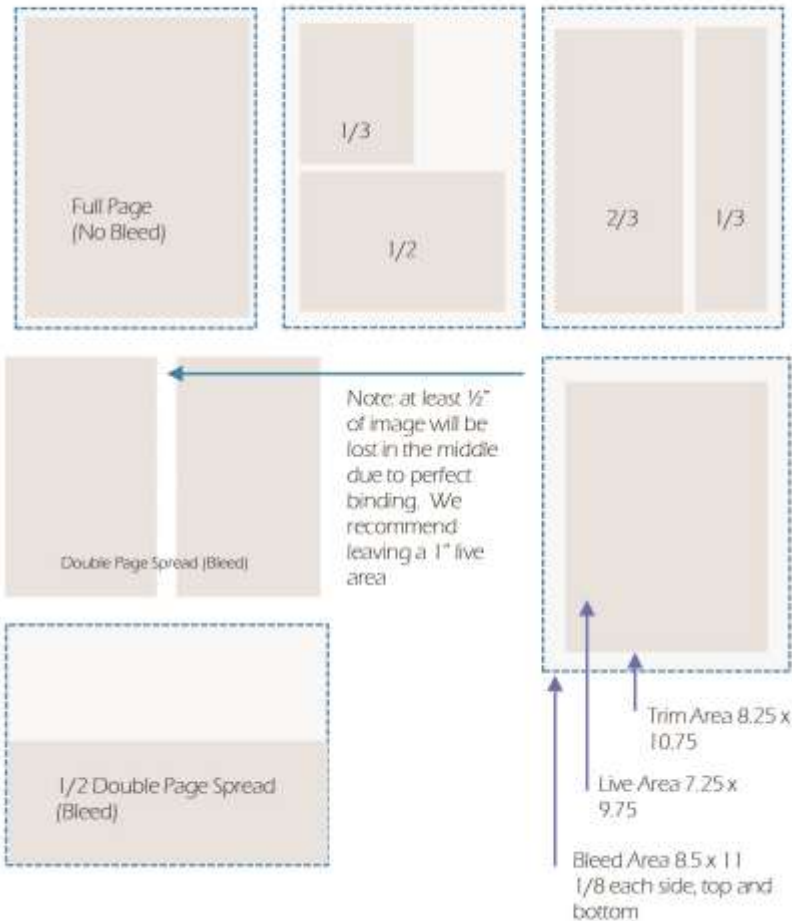
IMPORTANT DATES & DEADLINES

Issue	Commitment Deadline	Payment Deadline	Artwork Deadline	Publish Date
Jan – Mar 2021	September 30, 2020	October 15, 2020	October 30, 2020	January 1, 2021
Apr – Jun 2021	December 30, 2020	January 15, 2021	January 30, 2021	April 1, 2021
Jul – Sept 2021	March 30, 2021	April 15, 2021	April 30, 2021	July 1, 2021
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PRINT

PRINT PRODUCTION SPECIFICATIONS



	Width		Height
Full Page with bleed	8.5	x	11
Trim Area	8.25		10.75
Live Area	7.25		9.75
Double Page spread with bleed	16.75	x	11
Trim Area	16.5		10.75
Live Area: Left hand	7.25		9.75
Live Area; right hand	7.25		9.75
1/2 Double Page spread with bleed	16.75	x	5.125
Trim Area	16.5		5
Live Area: Left hand	7.25		4.75
Live Area; right hand	7.25		4.75
2/3 Vertical	4.75	x	9.75
1/2 Horizontal	7.25	x	4.75
1/3 Square	4.75	x	4.75
1/3 Vertical	2.25	x	4.75



PRINT

PRINT REQUIREMENTS, SPECIFICATIONS and FILE DELIVERY

Requirements	Recommended Specifications	File Delivery
<ul style="list-style-type: none"> o Images 400 dpi at 100% for print o Images/graphics should not use any form of compression, including jpeg compression, jpeg encoding and LZW compression o CMYK format o Only press-ready PDFX1-A accepted o Bleed must extend 1/8" on each side for FPC & DPS. 1/2 DPS should 1/8" bleed on sides and bottom only o All other ads require a defining border o Inky density levels must not exceed 300% o IGM cannot guarantee 100% color accuracy o IGM is not responsible for inaccurate information on advertisements 	<ul style="list-style-type: none"> o Place live area 1/2 " in from the trim size. NOTE: Double Page Spread ads will lose a minimum of 1/2" of image in the middle due to perfect binding. We recommend leaving a 1" wide live area down the middle of these ads o Use a "rich black" (except for text below 24 point) Suggested: C:20%, M:20%, Y:20%, K:100% 	<ul style="list-style-type: none"> o File name must include company name, publication and issue o Send files via wetransfer.com <p>CONTACT</p> <p>Bahamasair InFlight Magazine Sales 242.702.4148 242.702.0034 US 1.954.687.4571</p> <p>EMAIL marketing@Bahamasair.com</p>



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InFlight Magazine Sales
Bahamasair Sales & Marketing Department
P. O. Box N-4881
Nassau, The Bahamas

www.bahamasair.com

ADVERTISING ENQUIRIES

Telephone: 242.702.4148 | 242.702.0034 | US 1.954.687.4571
marketing@bahamasair.com

We don't just fly here, we live here