



MEDIA KIT

ADVERTISING RATES FOR **ROTOR INDIA** QUARTERLY NEWSLETTER

The only dedicated Professional magazine covering the activities of Civil & Military Helicopter Industry in India since March 1999.

The object of the Magazine is promotion and diffusion of knowledge of Rotary Wing Aviation.

Key Segments within the magazine includes focus on Civil & Military Issue, Heli News, Military, Special Reports, Product Updates, New Products & Services, People.

About ROTOR INDIA

Rotor India Qly is the only publication in India which provides exclusive coverage of civil and military rotary wing aviation activities in India. It has a readership of around 80,000. It is circulated to all Service Hqs & Helicopter Units of the Armed Forces, BSF & Coast Guard, Ministry of Civil Aviation, DGCA & AAI, Civil Helicopter Operators, Helicopter Manufacturers, MROs, Civil Aviation Depts of State Govts, Aviation Institutes, Corporate Leaders, RWSI Members (Corporate & Life) etc.

Thus advertising in this magazine would bring about huge Business Development Opportunities for your Products/Services.

Publication Frequency		Quarterly
Issue Dates	Circulation	Space Close
31 March	05 April 2018	10 March 2018
30 June	05 July 2018	10 June 2018
30 September	05 October 2018	10 September 2018
31 December	05 January 2019	10 December 2018

Advertisement Rates (per issue)

COVER PAGE	: 39000	FPFC	US\$ 625
BACK OUTER COVER	: 33000	FPFC	US\$ 535
FRONT INNER COVER	: 26500	FPFC	US\$ 430
BACK INNER COVER	: 26500	FPFC	US\$ 430
OTHER PAGES (Inside)	: 20000	FPFC	US\$ 320
CENTRE SPREAD	: 50000	FPFC	US\$ 780

(in case of more than one bid, rate is to be negotiated)

Rebate of 10% on advance payment of four issues.

Our immense Gratitude to our Advertisers...

Airbus Helicopters, Aman Aviation, Bell Helicopter, Boeing Aircraft, Dynamic Technologies Ltd., GVHL, GE Aviation, HAL, IAI Lahav, Elbit Systems, ONGC, OSS Air Management, Indocopters Pvt. Ltd., ITP, K-AIR, Raymond Aviation Division, RAMCO Aviation, SAAB, Turbomeca, THALES, Thakur Institute, UTAIR India Pvt. Ltd., Woodstock Helicopters (P) Ltd.

Advertisement T&C :

- All ready to print material to be sent through e-mail at office@rws.org
- Rotor India and its team will not take any responsibility for the content of the advertisement. It's the sole responsibility of the respective clients or its authorized ad agency to check and release the advt.
- All printing orders for advertisement has to be approved and confirmed through original Insertion Order (IO) over e-mail by the concerned authority.
- All advertisers are entitled to received 3 copies on complimentary basis.

Technical Specifications :

Full page (Bleed) : 210mm x 280 mm; Full page (Non Bleed) : 185mm x 260mm
Bleed size (3mm bleed on all sides), **Artwork Preferences** (digital formats)
High Resolution PDF (preferred) PDF file should be 300 dpi at 100%, saved as CMYK with no spot colors Original color profiles embedded.

Rotary Wing Society of India (RWSI) is a not-for-profit professional Society registered in National Capital Territory of New Delhi (Registration No. S33154 of 1998 on 18 June 1998) for the growth of Civil & Military helicopter industry in India. RWSI is dedicated to the promotion of the helicopter as a safe and effective mode of commerce and development of civil helicopter industry. The Society has 167 Corporate (including 90% of helicopter operators), and 1206 Life Members. The strength of Life Members have grown steadily since the establishment of the Society. Most of these members have made major contribution to Indian Civil & Military Aviation. RWSI has three regional Chapters at Mumbai, Delhi and Bangalore to serve the Helicopter community's needs and promote the Industry.



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