



Go Further with Flight Combo™

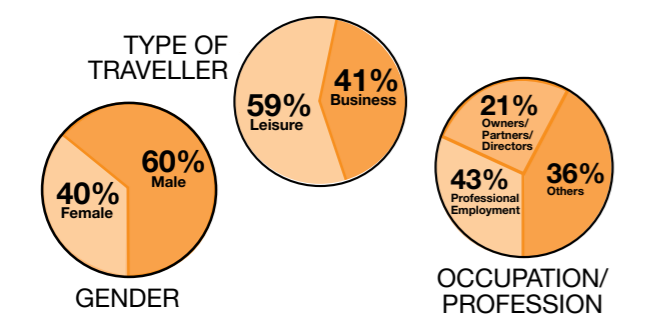
tigerairways.com

One Step Online Booking

Tiger Airways Flight Combo™ has revolutionised low-fare travel! With Flight Combo™, passengers have the option to book two sectors of their flight travel at one go with just one payment. Getting around has never been easier! Now passengers can enjoy reliable, fuss-free travel at affordable low fares throughout the Asia-Pacific region served by Tiger Airways. Be sure to allow sufficient time to clear immigration.

Singapore	>>>	Perth	>>>	Melbourne*
Bangalore	>>>	Singapore	>>>	Perth*
Shenzhen	>>>	Singapore	>>>	Kuala Lumpur*
Bangalore	>>>	Singapore	>>>	Kuching*
Chennai	>>>	Singapore	>>>	Perth*
Ho Chi Minh City	>>>	Singapore	>>>	Perth*

*Tiger Airways Flight Combo™
Terms and conditions apply. See www.tigerairways.com for full details.



aboutinkpublishing

Ink Publishing is an international publishing company producing more inflight magazines for more airlines than any other publisher in the world. Ink's award-winning titles include AirTran Airways Go, ATA Airlines Sights, Bangkok Airways Fah Thai, BMED Impressions, bmi Voyager, bmibaby yeahbaby, Brussels Airlines b.spirit, Brussels Airlines b.therel, Cebu Pacific Smile, China Airlines Sky Couch, clickair clickmagazine, easyJet easyJet inflight, Gulf Air Gulf Life, Gulf Air On Air, Jet2.com JetAway, Jetstar Airways Jetstar,

abouttigerairways.com

Tiger Airways group has the 2nd lowest cost base in the world, with Tiger Australia maintaining the lowest cost base in Australia. Consumers benefit from Tiger Airways low cost base by enjoying the airline's consistent low fares with good reliability on travel safety and security.

SAFE, RELIABLE, NO FRILLS WITH LOW, LOW FARES ON A CONSISTENT BASIS

whyinflight?
We know exactly WHAT your audience is doing sitting on a plane reading your advertisement, WHO your audience is, WHERE are they going, WHY are they travelling & WHAT are they doing.

YOUR AD GETS THE UNDIVIDED ATTENTION WITH NO DISTRACTIONS AT ALL, IN A CONTROLLED ENVIRONMENT

themagazine

Tiger Tales, the award-winning, bimonthly inflight magazine for Tiger Airways is vibrant, savvy and intelligent. It seeks to mirror the bold and forward-thinking spirit of Singapore's own low-cost carrier – keeping things real, value-adding information, and simply having fun. Content ranges from quirky travel stories on the hottest Tiger destinations and interesting business profiles, to the latest places to see, things to do, restaurants to visit and hotels to check into.

Tiger Tales is an interesting magazine that's worth reading. It has many useful tips and great content. Enjoyable and perfect for updating yourself with talk-of-the-town issues. It certainly gives readers a good overview of their destination, preparing them for a great trip ahead!

Kannitha Limpipholphaiboon, 27, Product Manager (Unilever Thai Trading), Bangkok

DEMOGRAPHICS

Readership: 1,000,000 per issue
Circulation: 60,000
Average read time: Minimum 36 minutes
Published: Bi-monthly
Age group: 25-39



Kingfisher Air Premiere, Madala Airlines Madala, MAXjet jetStyle, Midwest Airlines MyMidwest, MyTravel Recline, OASIS Hong Kong Airlines Oasis, Ryanair Ryanair Magazine, Siem Reap International Airways Sarika, SpiceJet SpiceRoute, Sterling Airlines Sterling, Tiger Airways Tiger Tales, VLM Airlines Velocity and Wizz Air wizzit.
Ink is also the publisher of CNBC European Business magazine, CNN's bi-monthly travel magazines, CNN Traveller and CNN Traveller Asia Pacific, and Time Out Singapore. Ink publishes Bradmans Business Travel Guides to Asia, the Middle East, Europe and North America. The Company has offices in London, Singapore, Hong Kong, New York and Atlanta.

Issue	Space Reservation Deadline	Final Material Deadline	Onboard Date
Jan/Feb 09	Tue 2 Dec 08	Tue 9 Dec 08	Thu 1 Jan 09
Mar/Apr 09	Mon 6 Feb 09	Mon 13 Feb 09	Sun 1 Mar 09
May/Jun 09	Thu 2 Apr 09	Thu 9 Apr 09	Fri 1 May 09
Jul/Aug 09	Tue 2 Jun 09	Tue 9 Jun 09	Wed 1 Jul 09
Sep/Oct 09	Tue 4 Aug 09	Tue 11 Aug 09	Mon 1 Sep 09
Nov/Dec 09	Fri 2 Oct 09	Fri 9 Oct 09	Sun 1 Nov 09



MAGAZINE SPECIFICATIONS

Double Page	Full Page	1/2 Page	1/2 Page	1/4 Page	Strap Ad
trim area: 255 H x 356 W mm bleed area: 261 H x 362 W mm type area: 240 H x 336 W mm	trim area: 255 H x 178 W mm bleed area: 261 H x 184 W mm type area: 240 H x 158 W mm	type area: 240 H x 76.5 W mm	type area: 115 H x 158 W mm	type area: 115 H x 76.5 W mm	type area: 18.5 H x 158 W mm

15% commission to recognised agencies. Payment terms net 7 days of publication with approved credit. First-time advertisers must submit credit application, or provide payment with insert order. 5% monthly finance charge to overdue accounts. 2% cash discount (funds must be received by copy/art deadline to apply). Rates reflect space charges only. Bleeds at no extra charge. Production costs will be billed at rates quoted. Production rates on request. Prior copy approval required. Prevailing taxes apply where applicable.

* For 1/2 pages, please indicate on insertion order whether horizontal or vertical.
** Double Page Spread ads require two sets of files.

productiondetails

- Screen size 150 Colour.
- Digital file formats – adverts to be supplied on CD or by email.
- Files must be supplied as single pages.
- Pages must be created to include bleed when required.
- Crop marks must be outside the bleed area. A 3mm off-set is recommended.
- All images supplied must be CMYK, high resolution at 300dpi. All fonts, images and logos must be embedded.
- High resolution PDF files of at least 300 dpi will also be accepted.

ADVERTISING CONTACT

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onlinemagazinespecifications

Tiger Tales is available online at www.tigertales.sg
Web Button Ad: SGD1,000 per month (min. of 2 months)
Banner Ad: SGD1,800 per month (min. of 2 months)
• Banners can be in Flash, jpg, gif and png.
• All banners to be less than 20K.
• Home page less than 10K.
• Banner ad: 468 W x 60 H pixels.
• Button ad: 60 W x 143 H pixels



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www.tigertales.sg
www.ink-publishing.com



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