

EXPRESSION OF INTEREST

FOR AIR NIUGINI TRAVEL MAGAZINE

Air Niugini Limited is calling for expressions of interests to produce a travel magazine for the airline.

BACKGROUND

Air Niugini Limited is the national airline of Papua New Guinea carrying over 1.3 million passengers each year. Air Niugini is a full service airline servicing Asia, Australia, the Pacific and domestic Papua New Guinea.

REQUIREMENT:

Air Niugini is seeking to publish 120,000 copies per annum of a Travel Magazine promoting the airline and the destinations it flies to.

SCOPE & OBJECTIVES OF TRAVEL MAGAZINE:

To increase market awareness, Air Niugini revenue and to promote:

- All the destinations that we fly to with a biography on each.
- All cultural events in PNG and those international destinations that we travel to.
- All sporting events in PNG and global sporting events for that year with a special mention of the NRL.
- Tour activities on the destinations that we travel to, locally and internationally.
- Holy land pilgrimages.

PRINTING & DISTRIBUTION OF TRAVEL MAGAZINE:

1. 120,000 once off annual colour production (current edition available for review on request).
2. To be distributed via following channels:
 - a. On board Aircraft
 - b. Hotels – PNG

- c. Sales offices – PNG and Overseas
- d. General Sales Agents – PNG and overseas
- e. Travel Agents – PNG and overseas
- f. Corporate clients
- g. Available also electronically via internet or PDF download

3. A4 size.
4. Publisher to work with advertisers to fund magazine with profit share arrangement agreed between publisher and Air Niugini Limited – at no cost to Air Niugini.

Bidders are encouraged to be creative but still address the requirements and scope of the request for proposal.

Contract and supply requirements will be reviewed annually.

Please submit EOI's (7 copies) to:

The Procurement Committee
Air Niugini Limited
Reception Tender Box
Air Niugini Haus
7 Mile, Port Moresby, NCD
Papua New Guinea

Bids close 19th August 2016 at 1700hrs local time.

If you require further information regarding this proposal request, please contact procurementcommittee@airniugini.com.pg



Air Niugini
www.airniugini.com.pg

