



INTERNATIONAL TENDER NOTICE

Biman Bangladesh Airlines Ltd. invites separate technical and financial offers from renowned publishing houses for producing its inflight magazine "Diganto". The publishing houses must have at least 3 years practical experience in publishing inflight magazines or magazines of international standard. Further they will have to be associated with renowned international advertising agencies, advertisers, travel writers and photographers. Samples of Diganto are available at the Public Relations department at Biman Head Office, 'Balaka'.

Publishing houses shall be responsible for collecting, articles and photographs from travelers, writers and photographers and shall have to collect advertisements to finance the magazine. Tender schedule may be seen on Biman website at www.biman-airlines.com and party concerned can bid online or through sealed envelopes.

01. Tender schedule containing detailed specifications, terms and conditions will be available at Public Relations department of Biman Head Office, Balaka, Kurmitola, Dhaka, Bangladesh and Biman Overseas Offices at London, Rome, Dubai, Jeddah, Delhi, Karachi, Singapore, Bangkok and Hong Kong on all working days during office hours from 01 March 2010 on payment of USD 100.00 (one hundred) or equivalent (Non Refundable) for each tender schedule. The cost of tender schedule in Bangladesh will be BDT 5,000.00 (Five thousand) only.
02. The sealed tender shall have to be submitted mentioning both technical and financial offers separately.
03. Tenderers shall submit their proposal to the office of Deputy General Manager, Public Relations, Biman Bangladesh Airlines Ltd., Balaka, Kurmitola, Dhaka-1229. Bangladesh on or before 1200 Hrs 31 March 2010. The tender will be opened at 1300 hrs on the same day in presence of the party/parties (if any).
04. Biman Bangladesh Airlines Ltd. reserves the right to accept or reject any or all of the offers(s) partly or wholly at any time without assigning any reason and/or notification whatsoever.

Schedule of Biman inflight magazine 'Diganto'

01. Technical details

- a) Name : **DIGANTO (The Horizon)**
- b) Frequency : Quarterly
- c) Date of Publication (Issue Date) : 1st day of January, April, July and October- 4 issues in a year on quarterly basis.
- d) Period : 5 (Five) years.
- e) Trim Size : 11.25" x 8.25" (285 x 210 mm) approximately.
- f) Number of Pages : 38 content pages and 4 cover pages (inside+ outside). Pages for advertisements are to be calculated separately and will be on the basis of actual.
- g) Paper : 128 gsm high glossy art paper for content pages and 260 gsm high glossy art card for cover with lamination.
- h) Printing : Offset printing in automatic machine. Printing should be of international standard.
- i) Color : 04 (four) color.
- j) Binding : Automatic binding and creasing with text in the spine such as issue date etc.
- k) No of copies per issue: 16,000 copies (may change if required) per quarter.

02. Pre qualifications

- a) Participating company/bidder/ (publisher) must have 3 years practical experience in publication of in-flight magazine or int'l magazine of any international reputed airlines. In support of the para (a) necessary papers/ documents have to be submitted along with the tender.
- b) Participating company/bidder/ (publisher) has to submit copies of In-flight magazine/int'l magazine as proof of their publishing experiences.

03. Packing & Delivery

320 clearly marked (gross weight, issue date and number of copies) cartons, containing 50 copies each of the magazine (16000 copies total) have to be sent to the

Public Relations Department, Biman Head Office 'Balaka', Dhaka at the own carrying cost of publishers at least 15 days before the date of publication (issue date).

04 Editorial, contents, copyrights, publishing staff, writers, photographs & others

- a) The participating company/bidder shall be responsible for the editorial, contents, design and production of Diganto ontime. Publisher will collect all English articles. Biman will supply Bangla portion as per schedule. The publisher will have to get the necessary copyright for all articles and photographs that may be printed in the magazine. The publisher must provide Biman with 100% copyright protection. Publisher/bidder will collect English articles accompanying photograph and has to be sent to Public Relations department of Biman with a considerable lead time for final approval.
- b) An annual Editorial Calendar will have to be prepared in consultation with Biman Public Relations where life and culture, travel & tourism of Bangladesh and international destinations operated by Biman shall be given preference.
- c) 3 feature articles in English with provision of at least 4 pictures in each article has to be incorporated in each issue. Out of these, 2 articles may be selected on Biman's International destinations and 2 articles to be on Bangladesh. There will be two Bangla articles in each issue.
- d) There will be an Editorial Board consisting of 2 representatives one each from Biman & the publishers. The Editorial Board shall have total control over the editorial and photographic contents including design of the magazine. The break- down of contents are mentioned below:-

-	Message from the Chairman	- 01 page	
-	Managing Director's Message	- 01 page	
-	Bangladesh at a glance, Biman at a glance	- 02 pages	
-	Address of Biman overseas offices & destinations.	- 02 pages	
-	Route map	- 02 pages	
-	Travel Information for the passenger (Bengali, English, German, French, Japanese Language)	- 05 pages	
-	In-flight program	- 03 pages	
-	Duty free items	- 02 pages	
-	English features articles	- 12 pages	
-	Bengali features articles	- 08 pages	
-		<hr/>	
		38	pages
	Advertisements	++	pages

- e) Participating company shall submit bio- data (C.V.) of proposed publisher, editor, art director, production supervisor, international and Bangladeshi writers and photographers.
- f) Participating company shall also provide the details of the printing plant for quality assurance.
- g) The publishers/agencies/bidder will indemnify Biman against any libel, claims or damages relating to infringement of any copyright arising directly or indirectly from the magazine's editorial, advertising, contents and photographs.
- h) The publisher will arrange necessary advertisement from reputed business houses from both at home and abroad.
- i) The bidder shall quote the rate of publishing cost of each copy of Diganto in USD.
- j) An agreement to be signed between Biman and the publisher.
- k) Governing laws shall be the laws of Bangladesh.
- l) The participating company shall have to deposit 10% of the amount priced for 20 issues as security deposit in favour of Biman Bangladesh Airlines Limited as guarantee at the time of submission of tender. In case of failure of publishing of Diganto in time as per agreement the amount shall be forfeited.
- m) In case of International bidder, the company shall mention the name of person in Bangladesh who shall represent in favour of the bidder.
- n) A team of Public Relations personnel shall visit the physical facilities of the bidder/ publishing house before finalization.
- o) Technical offer all be submitted containing the sample of inflight magazine, papers, documents of minimum 3 years working experience as a publisher of inflight magazine etc. The financial offer has to include the price offer of each copy of Diganto as mentioned in clause 4 in the tender schedule. Applicable Tax/ VAT to be borne by the publisher/or will be on the publisher's account.
- p) In support of para 4 (l) the reference of cheque (not amount) to be mentioned and enclosed along with technical offer.
- q) Biman Bangladesh Airlines Ltd. reserves the right to accept or reject any or all of the offer(s) partly or wholly at any time without assigning any reason and /or notification whatsoever.
