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ONLINE

# PREMIER

## PRINT & DIGITAL RATE CARD 2026

### ELEVATE YOUR BRAND IN THE PREMIER LOUNGES

Welcome to PREMIER, the glossy monthly magazine exclusively published for the distinguished guests frequenting the Bidvest Premier Lounges – the epitome of sophistication and opulence, located at all major South African airports. Capture the attention of over 150,000 high-net-worth individuals monthly, showcasing your brand and introducing your business to this targeted audience, in both print and digital format.

#### POWERFUL DISTRIBUTION [figures are as at Jan 2026]

> Printed Magazines distributed in the Bidvest Premier Lounges
> 16,300 Digital Magazine Subscribers
> 48,880 monthly Newsletter Sends
> 4,500 average Magazine pdf *downloads
* Conveniently register and download
* No Internet connection required once downloaded
> 156,000 freemagazines.co.za subscribers have access
> 10,000 subscribers have access on PressReader in SA
> 53,000 Bidvest Premier Lounge Facebook Followers
> 4,100 Bidvest Premier Lounge Instagram Followers
> 490 Bidvest Premier Lounge Twitter Followers
* Accessible on Bidvest Premier Lounge Website

## WHY ADVERTISE WITH PREMIER?

#### Exclusive Audience

Connect with over 150,000 high-net-worth individuals monthly, comprising 85% Private Banking clients and First Class and Business Class travellers. Engage with the one percent of the population influencing the economy, holding true disposable income, and dominating the tip of the wealth pyramid.

#### Targeted Distribution

Feature your brand and business in a magazine that commands the attention of the discerning guests who frequent Bidvest Premier Lounges each month, providing unparalleled exposure. Reach over 16,300 unique digital subscribers who have opted in to receive the digital edition monthly, further extending your brand's visibility and reach.

#### Tailored Content for the Elite

Align your brand with intelligent content catering to the refined tastes of top-level executive travellers who have 'arrived'. From corporate and business profiles to property, art ,design, decor, fashion, cuisine, and premium motoring, PREMIER Magazine offers a diverse spectrum of tasteful and elite lifestyle content.

#### Decision-Makers and Trendsetters

Access a select group of decision-makers and opinion leaders, shaping industry trends and influencing the course of the economy. Leverage your brand's exposure to a demographic that contributes more than 70% to the fiscal wealth of the country.

#### READER DEMOGRAPHIC

LSM 10 High | Average age 30+ | 55% Male  
45% Female Readership | 90% Live in metropolitan areas |  
75% Earn Super A income of R50 000+ p/m | Majority  
are Platinum and Private Banking clients | Majority  
are Business Leaders and Senior Executives.

#### PREMIER LOUNGES

- O.R. Tambo International**  
- Sky Lounge  
- Domestic Departure Lounge  
- International Departure Lounge  
**Lanseria**  
- Domestic Departure Lounge

- Cape Town International**  
- Domestic Departure Lounge  
- International Departure Lounge

- King Shaka International**  
- Domestic Departure Lounge

- George**  
- Domestic Departure Lounge

- Chief Dawid Stuurman (Gqeberha)**  
- Domestic Departure Lounge

- King Phalo (East London)**  
Domestic Departure Lounge

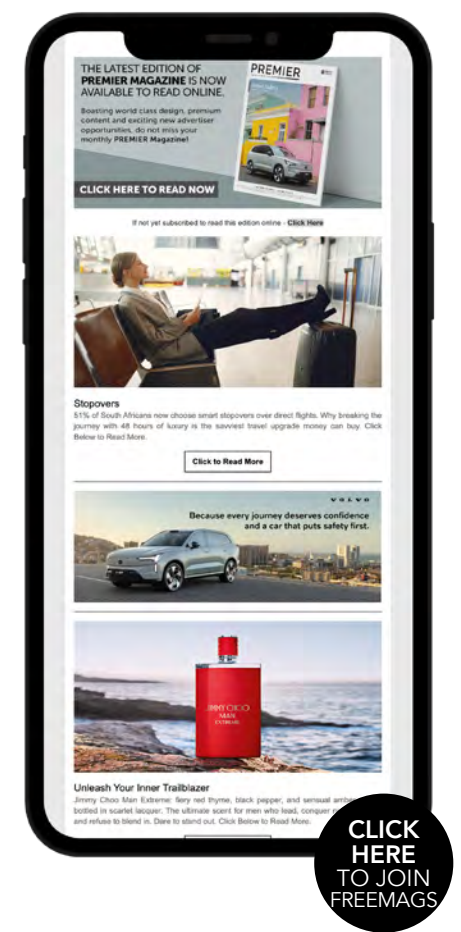
- Bloemfontein**  
- Domestic Departure Lounge

- Kruger Mpumalanga International**  
- Domestic Departure Lounge  
- International Departure Lounge



## 2026 ADVERTISING RATES

Print & Digital Magazine		Digimag [Digital Only]	
		* Prime positions subject to availability at time of booking	
Main Body Advertisements / Advertorials [print ready material supplied by advertiser]			
Position	Print & Digital Rate per Edition	Position	Digital Only Rate per Edition
PRIME POSITIONS			
IFC DPS	R68,180	IFC DPS	R44,300
2 <sup>nd</sup> IFC DPS	R64,800	2 <sup>nd</sup> IFC DPS	R42,100
3 <sup>rd</sup> IFC DPS	R61,200	3 <sup>rd</sup> IFC DPS	R39,600
RHP Next to Contents upfront	R41,500	RHP Next to Contents upfront	R26,900
RHP Next to Editors Letter	R38,700	RHP Next to Editors Letter	R27,700
RHP Next to Snippets upfront	R35,700	RHP Next to Snippets upfront	R25,500
FP RHP first 50%	R34,600	FP RHP first 50%	R24,700
IBC	R41,500	IBC	R26,900
OBC	R46,100	OBC	R30,000
OTHER			
FP [no guaranteed position]	R32,400	FP [no guaranteed position]	R23,200
DPS Main Body	R54,200	DPS Main Body	R35,200
ADDITIONAL ADVERTISING OPTIONS			
Print & Digital			
Cover Package [Main Cover Image + 2-4 Page Editorial Feature + 1 x FP Advertisement + 1 x Newsletter Content Snippet + Banner in x 3 Newsletters + 1 x Social Media [Organic Post] [FB, IG, LI] - only available to x 1 advertiser per month/edition [same advertiser only permitted to advertise on the cover once every quarter]			R90,930
Contents Page Highlight [only available if Editorial feature booked] - Only x 1 available per month			R14,900
Premier Leader/Corporate/Business Profile [includes : 2 Page editorial feature + Company strip Ad/Banner on Main Image photo] + Company contact details and Logo at end of feature			R39,500
Editorial Features [advertiser supplies text and image/s]			
Print & Digital		Digimag [Digital Only]	
FP Editorial Feature	R42,700	FP Editorial Feature	R27,700
2-Page Editorial Feature	R76,400	2-Page Editorial/Digital Feature	R52,000
Snippet	R12,600	Snippet	R8,100
Newsletters EDMs [Electronic Digital Mailers]	Per Newsletter	Website Online Advertising	Per Month
Slim-Line Banner	R3,500	Subscription Landing Page High Impact Banner [static] + Subs confirmation e-mailer High Impact Banner [hyperlinked]	R20,800
High Impact Banner	R5,360		
Content Snippet	R5,680	Digimag edition Website Landing Page Exclusive High Impact Banner	R14,800
Video	R5,680	Digimag edition Website Landing Page Exclusive Video	R14,800
Advertiser Exclusive Newsletter	R14,000		
Social Media Platforms	Per Platform [Organic Post]	<b>** PLEASE NOTE:</b> All Rates Quoted Exclude VAT All Rates Quoted Exclude Agency Commission Certain Positions/Adv Elements are subject to availability at time of Booking Ad Design Fee : R780 per advertisement (incl. three corrections) for new material designs.	
Facebook	R380		
Instagram	R380		
LinkedIn	R380		



**PREMIER DIGITAL**  
PREMIER magazine reaches an even larger audience through its digital subscription, which is optimised for easy interaction on any desktop, laptop, or mobile device. Each edition of PREMIER is available online at [www.freemagazines.co.za](http://www.freemagazines.co.za) and currently boasts close to 16,400 unique digital subscribers.

## ADVERTISING SALES

**Director**  
Sales | Development | Operations

**Chantal Barton**  
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+27 79 626 0782

**For Print, digital, electronic digital mailers & online advertising opportunities:**  
**CLICK TO EMAIL**

**Media Traffic**  
[material@tcbmedia.co.za](mailto:material@tcbmedia.co.za)  
**CLICK TO EMAIL**

**Accounts**  
[accounts@tcbmedia.co.za](mailto:accounts@tcbmedia.co.za)  
**CLICK TO EMAIL**







## PRINT MATERIAL SPECIFICATIONS

Sizes	Trim (Width x Height)	Bleed (Width x Height)	Type (Width x Height)
Main Body Advertisements / Advertorials [print ready material supplied by advertiser]			
Full Page	210 x 275	220 x 285	190 x 255
DPS	420 x 275	430 x 285	400 x 255
Additional Advertising Options			
Cover Package [Main Cover Image + 2-4 Page Editorial Feature + 1 x FP Advertisement + 1 x Newsletter Content Snippet + Banner in x 3 Newsletters + 1 x Social Media [Organic Post] [FB, IG, LI] - only available to x 1 advertiser per month/edition <i>[same advertiser only permitted to advertise on the cover once every quarter]</i>			Your AM will provide material requirements on booking any of these additional options
Contents Page Feature Highlight [only available if Editorial feature booked] - Only x 1 available per month			
Premier Leader/Corporate/Business Profile [includes : 2 Page editorial feature + Company strip Ad/Banner on Main Image photo] + Company contact details and Logo at end of feature			
Property Listing [Full Page]			
Editorial Features [advertiser supplies text and image/s]			
Full Page		350 words + 1 x high res image	
2-Page		600 words + 2-4 x high res images	
Snippet		150 words + 1 x high res image	

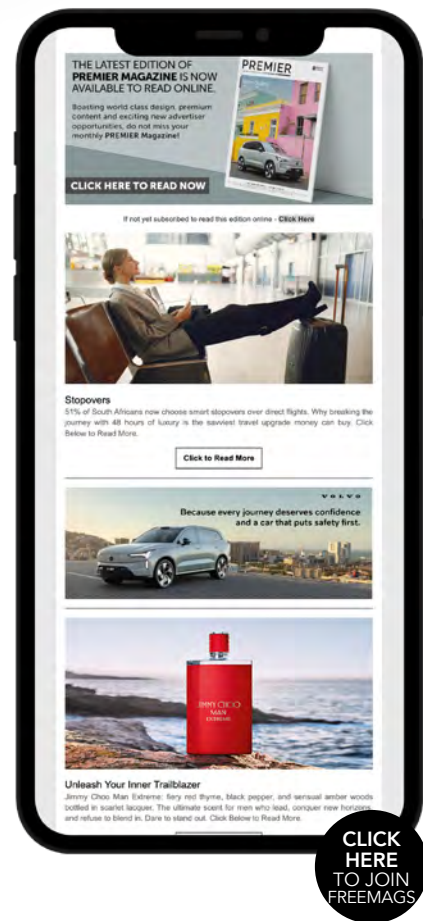
**\*\*Please supply material in print optimised high resolution (300dpi) PDF format with a colour proof\*.**

**All fonts must be embedded.**

**Include bleed as per table and include crop marks. (Add 5mm offset to prevent colour bars and registration marks in bleed).**

## DIGITAL MATERIAL SPECIFICATIONS

Digital Material Specifications [for Digital Only advertising]		
Full Page	210 x 275	mm [w x h]
DPS	420 x 275	mm [w x h]



## DIGITAL MATERIAL SPECIFICATIONS - continued

Newsletters/EDMs	Slim-Line Banner	High Impact Banner	Content Snippet	Video	AE EDM [Advertiser Exclusive Newsletter]
[Electronic Digital Mailers]  static/gif  Availability per Newsletter	800 px Width  120 px Height  url/UTM link	800 px Width  300 px Height  url/UTM link	80 words  1 x high res image  url/UTM link	Must be YouTube or Vimeo link	We custom design this Newsletter on behalf of advertiser [all content is exclusive to advertiser]    1 per month

\*We publish x 3 Newsletters per edition/month [Week 1, Week 2 & Week 3]

Website/Online Advertising Options	Material Specs	Availability per Month
Subscription Landing Page High Impact Banner [Static] + Subscription confirmation emailer High Impact Banner [hyperlinked to advertiser website or through url/UTM link supplied by advertiser]	800px [w] x 300px [h]	x 1 Advertiser
Digimag Edition [freemagazines.co.za] Online Landing Page Exclusive Banner [hyperlinked to advertiser website or through url/UTM link supplied by advertiser]	800px [w] x 120px [h]	x 1 Advertiser
Digimag Edition [freemagazines.co.za] Online Landing Page Exclusive Video	Must be YouTube or Vimeo link	x 1 Advertiser

### Social Media Advertising Options

TCB Media [FB, IG & LI] [Organic]	Please request material requirements from your AM for Organic or Boosted campaign/s
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## MATERIAL SUBMISSION DEADLINES

Print Submission	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026	Jul 2026	Aug 2026	Sep 2026	Oct 2026	Nov 2026	Dec 2026	Jan 2027
Editorial Features	Fri 9 Jan	Mon 9 Feb	Mon 9 Mar	Fri 10 Apr	Fri 8 May	Tue 9 Jun	Fri 10 Jul	Mon 10 Aug	Fri 11 Sep	Fri 9 Oct	Tue 10 Nov	Fri 4 Dec
Ad Material	Fri 16 Jan	Mon 16 Feb	Mon 16 Mar	Thu 16 Apr	Fri 15 May	Tue 16 Jun	Thu 16 Jul	Mon 17 Aug	Wed 16 Sep	Fri 16 Oct	Mon 16 Nov	Wed 9 Dec
Digimag [Digital Only]	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026	Jul 2026	Aug 2026	Sep 2026	Oct 2026	Nov 2026	Dec 2026	Jan 2027
Editorial Features	Tue 20 Jan	Fri 20 Feb	Fri 20 Mar	Mon 20 Apr	Wed 20 May	Fri 19 Jun	Mon 20 Jul	Thu 20 Aug	Mon 21 Sep	Tue 20 Oct	Fri 20 Nov	Tue 8 Dec
Ad Material	Fri 23 Jan	Mon 23 Feb	Wed 25 Mar	Fri 24 Apr	Tue 26 May	Thu 25 Jun	Mon 27 Jul	Tue 25 Aug	Fri 25 Sep	Tue 27 Oct	Tue 24 Nov	Fri 11 Dec

Media Traffic Contact: [material@tcbmedia.co.za](mailto:material@tcbmedia.co.za)