



SkyNews 2024 RATECARD

Elevate Your Brand in 2024!

Unlock unparalleled advertising opportunities with SKYNEWS, the premium monthly in-flight magazine for CemAir, currently South Africa's third-largest domestic carrier. As CemAir expands its wings, connecting 12 domestic and 6 regional destinations with plans for additional routes in 2024, your brand can soar to new heights by aligning with this esteemed title, available monthly in both print and digital format.

WHY ADVERTISE WITH SKYNEWS?

Extensive Reach

Connect with a vast audience, reaching over 120,000 passengers per month. Tap into CemAir's expansive route network, reaching both domestic and regional travellers, as well as international travellers via interline agreements with industry giants like Emirates, Qatar Airways, and more.

Strategic Partnerships

Leverage CemAir's cooperation agreement with SAA, providing a seamless check-in experience for passengers. Align your brand with excellence by partnering with South Africa's aviation leaders.

Award-Winning Content

Join the ranks of our distinguished advertisers by featuring in TCB Media's award-winning portfolio. Immerse your brand in intelligent, insightful, and thought-inspiring content that captivates our sophisticated readers.

Multichannel Exposure

Maximise your brand's visibility with printed copies on every CemAir flight and via digital distribution to over 19,000 unique digital subscribers monthly. Engage with our audience both in the air and online, leveraging the power of a multi-platform strategy. Elevate your brand's visibility and connect with an exclusive and targeted audience.

Powerful Distribution [as at Jan 2024]

> Printed Magazines distributed onboard all flights
> 120,000 passengers per month
> 19,000 Digital Magazine Subscribers
> 57,310 monthly Newsletter Sends
> 39,160 average Magazine pdf *downloads
* Conveniently register and download
* No Internet connection required once downloaded
> 152,000 freemagazines.co.za subscribers have access
> 10,000 subscribers have access on PressReader in SA
> 25,000 Cemair Facebook Followers
> 3,570 Cemair Instagram Followers
> 7,880 Cemair X Followers
> 15,630 LinkedIn Followers
** Accessible on FlyCemair Website

Award-winning Content

TCB Media has published more in-flight magazines than any other publisher in the Southern Hemisphere, and our in-flight magazines have received several industry awards for content and design.

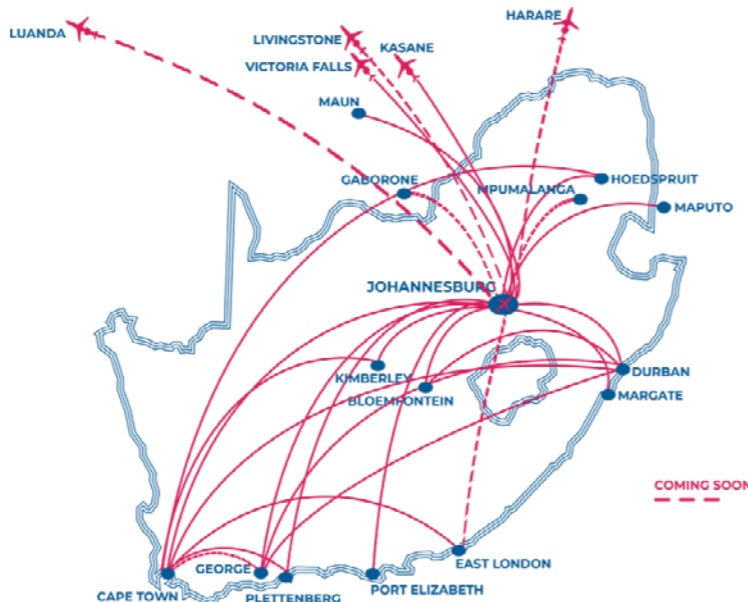
Core CemAir Audience

- 55% Male / 45% Female
- 75% between 25 and 60 years of age
- 86% are university-educated
- 58% hold management positions
- 60% earn an income of >R500,000 p/a



Multiple Activations for Reader Convenience

- + Printed copies are placed in back seat pockets onboard and are available to read in-flight
- + In-flight passenger seat tray table stickers with a QR code access and easy download to Freemagazines & PressReader platforms
- + Access to SkyNews magazine available on Cemair Website
- + Access to SkyNews magazine available in Cemair marketing Emails
- + Weekly SkyNews magazine Newsletters sent to unique digital subscribers
- + Access to SkyNews magazine in Cemair passenger booking confirmation emails
- + SkyNews magazine content updates on Cemair Facebook, Twitter and Instagram
- + Table Talker QR code access and easy-download to Freemagazines & PressReader platforms



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	R61,900	IFC DPS	R40,250
2nd IFC DPS	R58,800	2nd IFC DPS	R38,220
3rd IFC DPS	R55,500	3rd IFC DPS	R36,080
RHP Next to Contents	R37,900	RHP Next to Contents upfront	R24,500
RHP Next to Eds Letter	R 35,200	RHP Next to Eds Letter	R 22,880
RHP Next to Snippets upfront	R32,500	RHP Next to Snippets upfront	R21,125
FP RHP first 30%	R32,500	FP RHP first 30%	R21,125
FP RHP first 50%	R31,400	FP RHP first 50%	R20,410
IBC	R37,700	IBC	R24,510
OBC	R41,900	OBC	R27,240
OTHER			
FP [no guaranteed position]	R29,600	FP [no guaranteed position]	R19,240
DPS Main Body	R49,250	DPS Main Body	R32,000
HP Main Body	R17,700	HP Main Body	Not available in digital only

Directory Section Advertisements

Print & Digital		Digimag [Digital Only]	
Full Page	R16,900	Full Page	R10,985
Half Page Horizontal	R6,900	Half Page Horizontal	R4,485
Half Page Vertical	R6,900	Half Page Vertical	R4,485
Quarter Page	R3,900	Quarter Page	R2,535

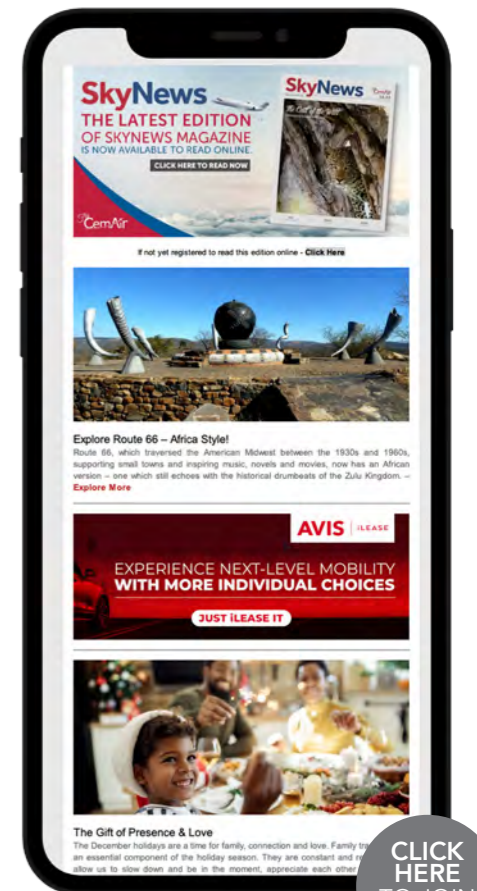
Editorial Features

Print & Digital		Digimag [Digital Only]	
FP Editorial Feature	R38,750	FP Editorial /Digital	R25,190
2-Page Editorial Feature	R69,300	2-Page Editorial/Digital	R45,045
Snippet	R11,450	Snippet	R7,445

Newsletters EDMs [Electronic Digital Mailers]	Per Newsletter	Website Online Advertising	Per Month
Slim-Line Banner	R3,450	Subscription Landing Page High Impact Banner [static] + Subs confirmation e-mailer High Impact Banner [hyperlinked]	R20,800
High Impact Banner	R5,230		
Main Bottom Banner	R5,230		
Content Snippet	R5,550		
Video	R5,550	Digimag edition Website Landing Page Exclusive High Impact Banner	R14,800
Advertiser Exclusive Newsletter	R12,800	Digimag edition Website Landing Page Exclusive Video	R14,800

Social Media Platforms	Per Platform [Organic Post]	** PLEASE NOTE:
Facebook	R380	All Rates Quoted Exclude VAT
Instagram	R380	All Rates Quoted Exclude Agency Commission
LinkedIn	R380	Certain Positions/Adv Elements are subject to availability at time of Booking

Ad Design Fee : R750 per advertisement (incl. three corrections) for new material designs.
Please Note : Advertising material or Advertiser Editorial Features may not contain logos, references or images pertaining to competitor airlines or brands



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Proven Mobile Readership Behaviour

- 40% Between 18 and 34
- 36% Between 35 and 54
- 24% Older than 54
- 51% Male / 49% Female
- 100% PressReader app users spend average of 12 min per session
- 15% Pressreader app users spend average of 60 min per session

Advertising SALES

Director Sales | Development | Operations

Chantal Barton
 chantal@tcbmedia.co.za | +27 79 626 0782

CLICK TO EMAIL

Media Traffic
 material@tcbmedia.co.za

CLICK TO EMAIL

Accounts
 accounts@tcbmedia.co.za

CLICK TO EMAIL



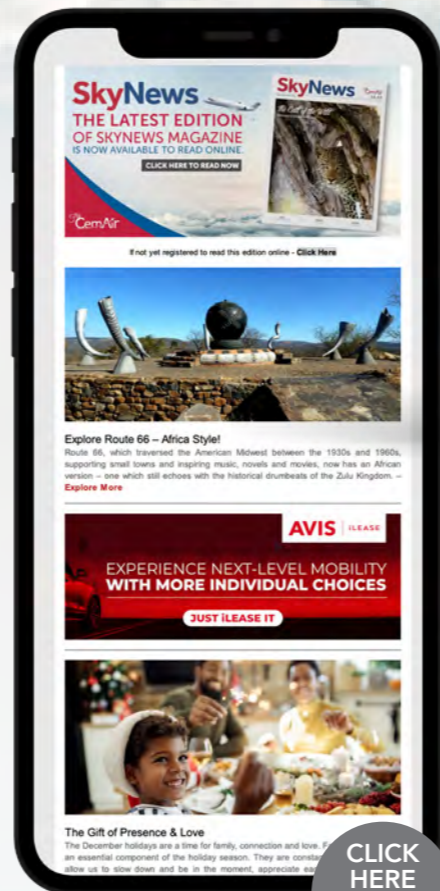
PRINT MATERIAL SPECIFICATIONS

Sizes	Trim (Height x Width)	Bleed (Height x Width)	Type (Height x Width)
Main Body Advertisements / Advertorials [print ready material supplied by advertiser]			
Full Page	275 x 210	285 x 220	255 x 190
Half Page Horizontal	137 x 210	142 x 215	130 x 200
Half Page Vertical	275 x 105	280 x 110	265 x 95
DPS	275 x 420	285 x 430	255 x 400
Main Body Advertisements / Advertorials [print ready material supplied by advertiser]			
Full Page	275 x 210	mm [h x w]	
Half Page Horizontal	114 x 184	mm [h x w]	
Half Page Vertical	232 x 83	mm [h x w]	
Quarter Page	114 x 83	mm [h x w]	
Editorial Features [Advertiser supplies text and image/s. No logo's permitted in editorial features]			
Full Page		320 words + 1 x high res image	
2-Page		640 words + 2 x high res images	
Snippet		100 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	275 x 210	mm [h x w]
DPS	275 x 420	mm [h x w]



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SKYNEWS
NEWSLETTERS



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TO JOIN
FREEMAGS

DIGITAL MATERIAL SPECIFICATIONS - continued

Newsletters/EDMs	In-Line Banner	High Impact Banner	Main Bottom Banner	Content Snippet	Video	AE EDM [Advertiser Exclusive Newsletter]
[Electronic Digital Mailers] static/gif	800 px Width 120 px Height url/UTM link	800 px Width 300 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]
Availability per Newsletter	3	3	1	2	1	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
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MATERIAL SUBMISSION DEADLINES

Print Submission	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024
Editorial Features	Fri 2 Feb	Fri 1 Mar	Fri 5 Apr	Fri 3 May	Fri 7 Jun	Fri 5 Jul	Fri 2 Aug	Fri 6 Sep	Fri 4 Oct	Fri 1 Nov
Cover Material	Fri 9 Feb	Fri 8 Mar	Fri 12 Apr	Fri 10 May	Fri 14 Jun	Fri 12 Jul	Fri 9 Aug	Fri 13 Sep	Fri 11 Oct	Fri 8 Nov
Ad Material	Fri 16 Feb	Fri 15 Mar	Fri 19 Apr	Fri 17 May	Fri 21 Jun	Fri 19 Jul	Fri 16 Aug	Fri 20 Sep	Fri 18 Oct	Fri 15 Nov
Digimag [Digital Only]	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024
Editorial Features	Fri 23 Feb	Fri 22 Mar	Mon 22 Apr	Fri 24 May	Mon 24 Jun	Wed 24 Jul	Fri 23 Aug	Tue 24 Sep	Fri 25 Oct	Fri 22 Nov
Ad Material	Tue 27 Feb	Tue 26 Mar	Thu 25 Apr	Mon 27 May	Wed 26 Jun	Fri 26 Jul	Tue 27 Aug	Thu 26 Sep	Mon 28 Oct	Wed 27 Nov

Media Traffic Contact: material@tcbmedia.co.za