



SkyNews 2023 RATECARD

SkyNews magazine is published as the monthly in-flight magazine for CemAir, South Africa's fastest-growing airline. CemAir offers flights between 12 local destinations and 5 regional destinations, with Gaborone and Maun added in February 2023. In addition, the airline has been granted frequencies on the Johannesburg-Livingstone route and on the Johannesburg-Lilongwe route, as well as frequencies between Johannesburg and Accra, Nairobi, Pointe Noire, Brazzaville, Libreville and Entebbe. Additionally, the IASC has granted CemAir frequencies on the Johannesburg-Kinshasa and Johannesburg-Lubumbashi routes, and one between Johannesburg and Freetown, with the following routes still pending: Johannesburg to Dar es Salaam, Johannesburg to Victoria Falls and Johannesburg to Harare.

In addition, CemAir has code share agreements with Emirates, Qatar Airways, Ethiopian Airlines, Lihas Areas de Mocambique, EgyptAir, and Proflight Zambia. CemAir also has a cooperation agreement with SAA, which extends the route network reach of both operators, offering a seamless check-in experience for passengers using these two airlines on a multi-destination voyage.

As part of our portfolio of award-winning magazines, SkyNews magazine offers intelligent, insightful, and thought-inspiring content in a clean, sophisticated layout that retains the attention of our readers and, in turn, creates value for our advertisers.

Powerful Distribution [as at Jan 2023]

> Printed Magazines distributed onboard all flights
> 120,000 passengers per month
> 16,800 Digital Magazine Subscribers
> 50,425 monthly Newsletter Sends
> 26,975 average Magazine pdf *downloads
* Conveniently register and download
* No Internet connection required once downloaded
> 134,000 freemagazines.co.za subscribers have access
> 10,000 subscribers have access on PressReader in SA
> 22,820 Cemair Facebook Followers
> 2,730 Cemair Instagram Followers
> 7,880 Cemair Twitter Followers
> 12,060 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.

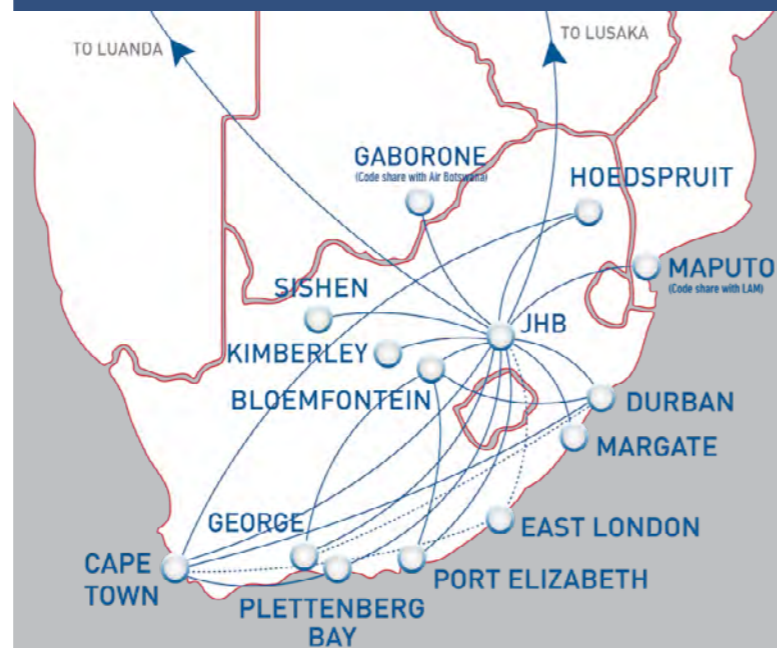
Core CemAir Audience

- 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 in-flight
- + In-flight passenger seat tray table stickers with a QR code access and easy download to Freemagazines & PressReader platforms
- + SkyNews magazine link embedded on CemAir website
- + SkyNews magazine link embedded in CemAir marketing emails
- + Weekly SkyNews magazine Newsletters sent to unique digital subscribers
- + SkyNews magazine link embedded in CemAir passenger confirmation emails
- + SkyNews magazine update on Cemair Facebook, Twitter and Instagram
- + Table Talker QR code access and easy-download to Freemagazines & PressReader platforms



ADVERTISING RATES

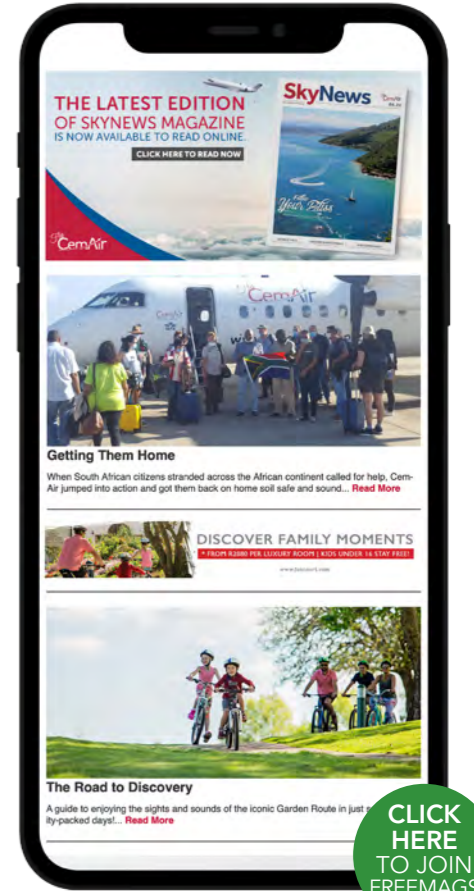
Print & Digital Magazine		Digimag [Digital Only]	
		* Prime positions subject to availability at time of booking	
Main Body Advertisements / Advertorials [print ready material supplied by advertiser]			
Position	Print & Digital Rate per Edition	Position	Digital Only Rate per Edition
PRIME POSITIONS			
IFC DPS	R58,900	IFC DPS	R38,285
2nd IFC DPS	R56,000	2nd IFC DPS	R36,400
3rd IFC DPS	R52,900	3rd IFC DPS	R34,385
RHP Next to Contents upfront	R35,900	RHP Next to Contents upfront	R23,335
RHP Next to Snippets upfront	R33,500	RHP Next to Snippets upfront	R21,775
FP RHP first 30%	R30,500	FP RHP first 30%	R19,825
FP RHP first 50%	R29,900	FP RHP first 50%	R19,435
IBC	R35,900	IBC	R23,335
OBC	R39,900	OBC	R25,935
OTHER			
FP [no guaranteed position]	R28,000	FP [no guaranteed position]	R18,200
DPS Main Body	R52,900	DPS Main Body	R34,385
HP Main Body	R16,900	HP Main Body	R10,985

Directory Section Advertisements [print ready material supplied by advertiser]			
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 [advertiser supplies text and image/s]			
Print & Digital		Digimag [Digital Only]	
FP Editorial Feature	R36,900	FP Editorial Feature	R23,985
2-Page Editorial Feature	R66,000	2-Page Editorial/Digital Feature	R42,900
Snippet	R10,900	Snippet	R7,085

Newsletters EDMs [Electronic Digital Mailers]	Per Newsletter	Website Online Advertising	Per Month
In-Line Banner	R3,290	Subscription Landing Page High Impact Banner [static] + Subs confirmation e-mailer High Impact Banner [hyperlinked]	R16,800
In-Line High Impact Banner	R3,620		
Main Bottom Banner	R4,980		
Content Snippet	R5,280		
Video	R4,980	Digimag edition Website Landing Page Exclusive High Impact Banner	R12,800
Advertiser Exclusive Newsletter	R10,290	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



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

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Publisher

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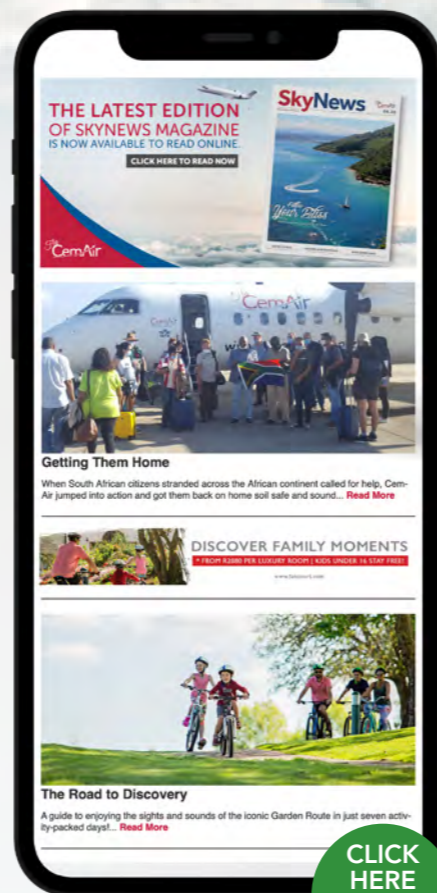
PRINT MATERIAL SPECIFICATIONS

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]			
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]



CLICK HERE TO RECEIVE SKYNEWS NEWSLETTERS



CLICK HERE 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 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023
Editorial Features	Fri 3 Feb	Fri 3 Mar	Fri 7 Apr	Fri 5 May	Fri 9 Jun	Fri 7 Jul	Fri 4 Aug	Fri 8 Sep	Fri 6 Oct	Fri 3 Nov
Cover Material	Fri 10 Feb	Fri 10 Mar	Fri 14 Apr	Fri 12 May	Fri 16 Jun	Fri 14 Jul	Fri 11 Aug	Fri 15 Sep	Fri 13 Oct	Fri 10 Nov
Ad Material	Fri 17 Feb	Fri 17 Mar	Wed 19 Apr	Fri 19 May	Fri 16 Jun	Wed 19 Jul	Fri 18 Aug	Tue 19 Sep	Fri 20 Oct	Fri 17 Nov
Digimag [Digital Only]	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023
Editorial Features	Fri 17 Feb	Fri 17 Mar	Fri 21 Apr	Fri 19 May	Fri 16 Jun	Fri 21 Jul	Fri 18 Aug	Fri 22 Sep	Fri 20 Oct	Fri 17 Nov
Ad Material	Fri 24 Feb	Fri 24 Mar	Wed 26 Apr	Fri 26 May	Fri 23 Jun	Wed 26 Jul	Fri 25 Aug	Fri 22 Sep	Wed 25 Oct	Fri 24 Nov

Media Traffic Contact: material@tcbmedia.co.za

