

INFLIGHT MAGAZINE

PRINT & DIGITAL RATE CARD 2026

Embark on a Journey with INFLIGHT Magazine
Elevate Your Brand to New Horizons in 2026!

Welcome aboard INFLIGHT Magazine, the official magazine of FlySafair, South Africa's leading carrier. Published monthly, this award-winning magazine is not merely a publication; it's a multi-platform experience that captivates and commands attention, ensuring great value for both readers and advertisers alike.

WHY ADVERTISE WITH INFLIGHT MAGAZINE?

Unrivaled Exposure:

Reach a vast potential audience of over 850,000 passengers per month, via the various multi-platform touchpoints. Align your brand and business with one of the world's most punctual airlines, Africa and the Middle-East's most on-time 2025 performance winner, gaining visibility with travelers who value efficiency and reliability.

Award-Winning Excellence:

Join a legacy of excellence with INFLIGHT Magazine's award-winning content that seamlessly blends intelligent, insightful, and thought-inspiring narratives. Benefit from content that not only attracts attention but retains it, creating a unique and lasting connection with this lucrative audience.

Expanding Horizons:

Stay ahead as FlySafair expands its route network with new destinations on the horizon. Leverage FlySafair's partnership with Bidvest Premier Lounges, extending your reach to an even broader, elite and targeted readership.

Championing Success:

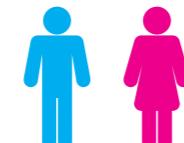
Align your brand with the official carrier of the World Champion Springboks, reinforcing your association with success and achievement. Be part of the journey as FlySafair, the largest carrier in South Africa, continues to make headlines in the aviation industry. Position your brand at the forefront of the aviation experience, and experience your business and brand soaring to new heights.

Powerful Digital Distribution

[figures are as at Jan 2026]

>850,000 average monthly passengers onboard FlySafair
>59,860 unique digital magazine subscribers
>200,000 average magazine interactive pdf downloads
* Conveniently register and download
* No Internet connection required once downloaded
>179,400 Newsletter sends per month
>156,000 freemagazines.co.za subscribers have access
>10,000 subscribers have access on PressReader in SA
>575,000 FlySafair Facebook Followers
>301,000 FlySafair Instagram Followers
>214,000 FlySafair X Followers
>217,000 FlySafair LinkedIn Followers
** INFLIGHT Magazine accessible via QR Code in-flight onboard FlySafair flights
** INFLIGHT Magazine is accessible via FlySafair Marketing Emails
** INFLIGHT Magazine is accessible on the FlySafair App
** INFLIGHT Magazine is accessible on FlySafair Website

Core FlySafair Audience



55% Male 45% Female



74% Between 25 & 54



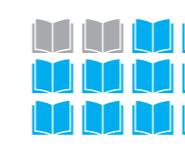
86% University-educated



56% Hold management positions



57% Earn an income of >R500 000 per annum



90% Read the magazine cover to cover

FROM SEAT POCKET TO YOUR POCKET

Weekly InFlight magazine Newsletters to unique digital subscribers

Link to download Digital Magazine is available on the FlySafair App

Weekly InFlight magazine update on FlySafair Facebook

Weekly InFlight magazine update on FlySafair X

Weekly InFlight magazine update on FlySafair Instagram

Multiple Activations for Reader Convenience

InFlight link embedded in FlySafair marketing emails

InFlight link embedded in FlySafair passenger confirmation emails

Inflight link in QR code on stickers onboard all FlySafair flights above passenger seats

InFlight link in SMS reminder 5 hours before take-off

Table Talker QR code access and easy-download to Freemagazines & PressReader platforms

CLICK HERE
TO READ
ONLINE



Current Routes

- Johannesburg (O.R.Tambo & Lanseria)
- Cape Town
- Durban
- Gqeberha
- East London
- George
- Bloemfontein
- KMIA (Kruger Mpumalanga International Airport)
- Hoedspruit
- Mauritius
- Mozambique (Maputo)
- Namibia (Windhoek)
- Zanzibar
- Zimbabwe (Harare, Victoria Falls)

ADVERTISING RATES

Printed Magazine	Digimag [Digital Only]
[Please Note: there are limited available advertising pages per printed edition - early booking is highly recommended]	

* Prime Positions subject to availability at time of booking

Main Body Advertisements / Advertorials

Position	Print & Digital Rate per Edition	Position	Digital Only [Digimag] Rate per Edition
PRIME POSITIONS - MAIN BODY			

IFC DPS	R68,350	IFC DPS	R65,100
2 nd IFC DPS	R64,990	2 nd IFC DPS	R61,900
3 rd IFC DPS	R61,850	3 rd IFC DPS	R58,900
RHP Next to Contents 1 or 2 upfront	R46,100	RHP Next to Contents 1 or 2 upfront	R43,900
RHP Next to Editors Letter upfront	R42,950	RHP Next to Editors Letter upfront	R40,900
FP RHP Next to Inflight Loves, Out & About or Totally Tasty Snippet pages upfront	R38,750	FP RHP Next to Inflight Loves, Out & About or Totally Tasty Snippet pages upfront	R36,900
FP RHP with Gadget Guru Snippet Page	R37,700	FP RHP with Gadget Guru Snippet Page	R35,900
FP RHP with Reel Time Snippet Page	R37,700	FP RHP with Reel Time Snippet Page	R35,900
IBC [Inside Back Cover]	R46,100	IBC [Inside Back Cover]	R43,900
OBC [On Back Cover]	R50,300	OBC [On Back Cover]	R47,900

OTHER - MAIN BODY

FP RHP/LHP Main Body [no guarantee on upfront positioning or with any features]	R33,950	FP RHP/LHP Main Body [no guarantee on upfront positioning]	R30,950
DPS Main Body	R59,750	DPS Main Body	R56,900
HP Main Body [only 2 x permitted per edition]	R28,890	HP Main Body	Not available in Digital Only

Editorial Features [Advertiser supplies text & image/s. No logo's permitted in Editorial Features]

Print & Digital	Digimag [Digital Only]
Full Page Editorial Feature	R46,100
2 Page Editorial Feature	R83,900
Snippet	R13,500

Directory Section Advertisements [print ready material supplied by advertiser]

Print & Digital	Digimag [Digital Only]
Full Page	Full Page
Half Page Horizontal	Half Page Horizontal
Half Page Vertical	Half Page Vertical
Quarter Page	Quarter Page
[subject to availability in the digital only edition]	
Newsletters EDMs [Electronic Digital Mailers]	Per Newsletter
In-Line Slim Banner	R4,400
High Impact Banner	R7,140
Content Snippet	R8,290
Video	R8,290
Advertiser Exclusive Newsletter	R20,890

Social Media Platforms	Per Platform [Organic Post]
Facebook	R380
Instagram	R380
LinkedIn	R380

** PLEASE NOTE:

All Rates Quoted Exclude VAT

Limited number of Ad pages available in the Main Body per printed edition

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.

Please Note : Advertising material or Advertiser Editorial Features may not contain logos, references or images pertaining to competitor airlines or brands

The latest edition of INFLIGHT Magazine is now available to read online. [CLICK HERE AND ENJOY YOUR READ](#)

If not yet registered to read online, [Click Here](#)

The Best Family Games For The Holidays

There's a time for relaxation, a time for fun, and a time for family. While the holidays may bring beach days, braids, and presents under the tree, they also offer the perfect opportunity to reconnect with loved ones through something as simple and joyful as a deck of cards. [Read More](#)

ZURU
World of ZURU

Own a Piece of the Wild

CLICK HERE TO JOIN FREEMAGS

**CLICK
HERE
TO JOIN
FREEMAGS**

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

tcb MEDIA **abc** **FlySafair**
FOR THE LOVE OF FLYING

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HERE
TO JOIN
FREEMAGS



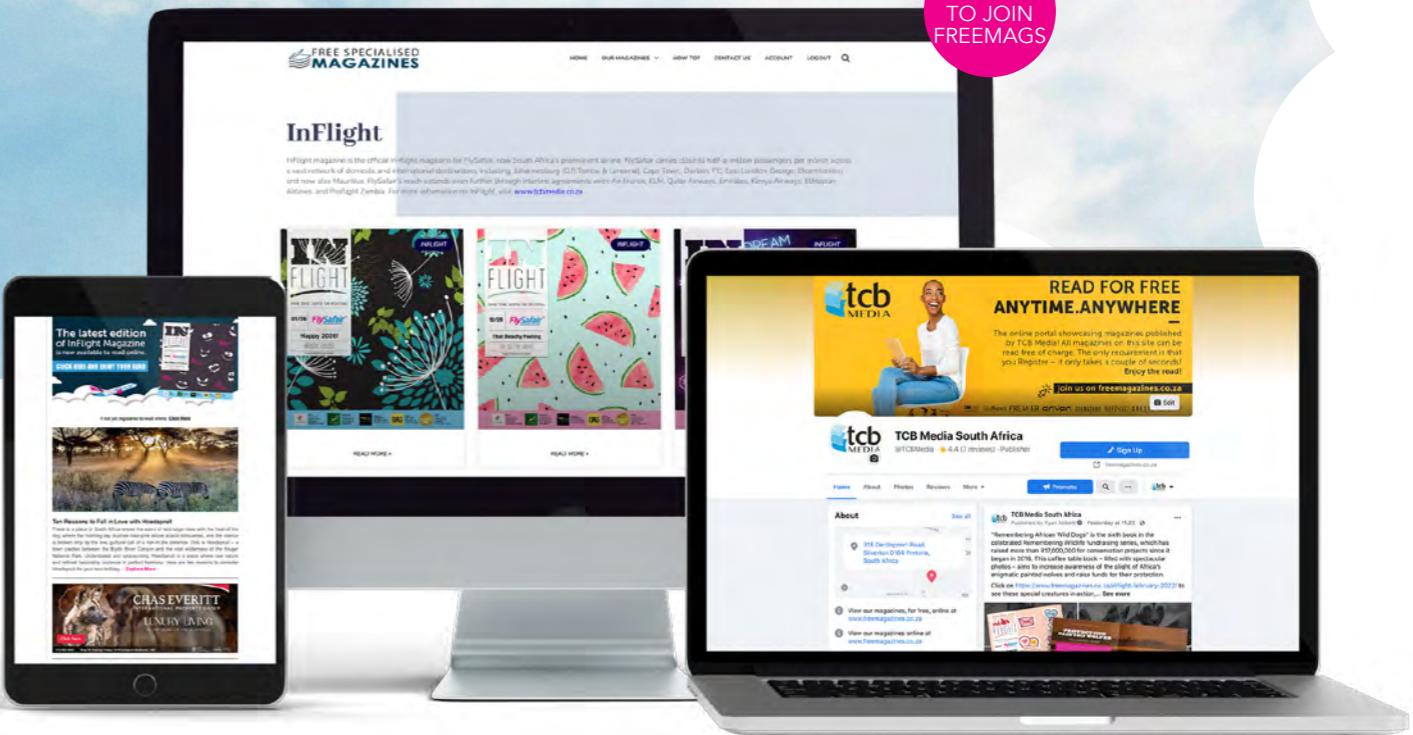
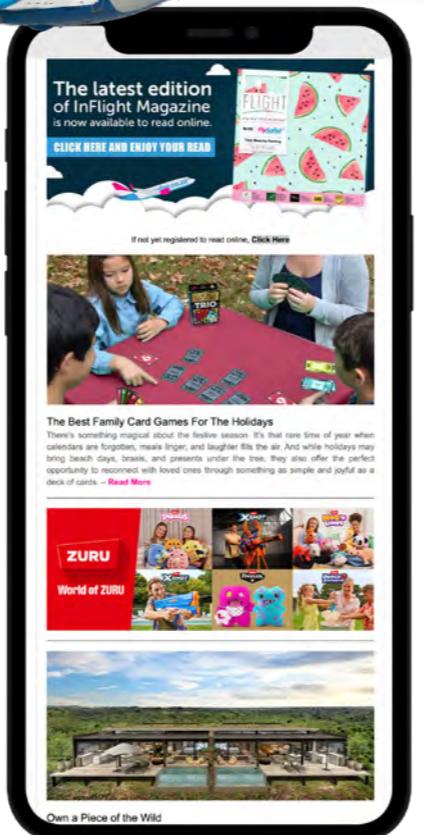
MATERIAL SPECIFICATIONS

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	200 x 220	210 x 230	180 x 200
Half Page Horizontal	200 x 110	210 x 120	190 x 90
Half Page Vertical	100 x 220	110 x 230	90 x 200
DPS	400 x 220	410 x 230	380 x 200
Directory Section Advertisements [print ready material supplied by advertiser]			
Full Page	170 x 185		
Half Page Horizontal	162 x 90		
Half Page Vertical	82 x 182		
Quarter Page	80 x 90		
Editorial Features [advertiser supplies text and image/s]			
Full Page	300 words + 1 x high res image		
2-Page	600 words + 2 x high res images		
Snippet	80 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 - 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]
	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

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 via url/UTM link supplied by advertiser]

800px [w] x 120px [h]
x 1 Advertiser

Digimag Edition [freemagazines.co.za] Online Landing Page Exclusive Banner [hyperlinked to advertiser website via url/UTM link supplied by advertiser]

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



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	Mon 12 Jan	Fri 13 Feb	Fri 13 Mar	Tue 14 Apr	Wed 13 May	Fri 12 Jun	Tue 14 Jul	Thu 13 Aug	Tue 15 Sep	Tue 13 Oct	Fri 13 Nov	Tue 8 Dec
Ad Material	Tue 20 Jan	Tue 17 Feb	Tue 24 Mar	Tue 21 Apr	Tue 19 May	Tue 23 Jun	Tue 21 Jul	Tue 18 Aug	Tue 22 Sep	Tue 20 Oct	Tue 17 Nov	Tue 15 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	Wed 21 Jan	Fri 20 Feb	Mon 23 Mar	Wed 22 Apr	Fri 22 May	Mon 22 Jun	Fri 22 Jul	Fri 21 Aug	Tue 22 Sep	Fri 23 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