



# SkyNews

## 2026 RATECARD

### Elevate Your Brand in 2026!

Unlock unparalleled advertising opportunities with SKYNEWS, the exclusive monthly in-flight magazine for CemAir, currently South Africa's third-largest domestic carrier. As CemAir expands its wings, connecting 12 domestic and 7 regional destinations with additional routes that will be added, your brand can soar to new heights by aligning with this premium title, available monthly in both print and digital format.

#### WHY ADVERTISE WITH SKYNEWS?

##### Extensive Reach

Connect with a vast audience, reaching over 125,000 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 27 year 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 19,800 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 2026]

> Printed Magazines distributed onboard all flights
> 125,000 passengers per month
> 19,800 Digital Magazine Subscribers
> 59,300 monthly Newsletter Sends
> 39,900 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
> 42,000 Cemair Facebook Followers
> 19,100 Cemair Instagram Followers
> 8,150 Cemair X Followers
> 22,800 LinkedIn Followers
Accessible on Cemair Website, App and Social Media platforms

#### Award-winning Content

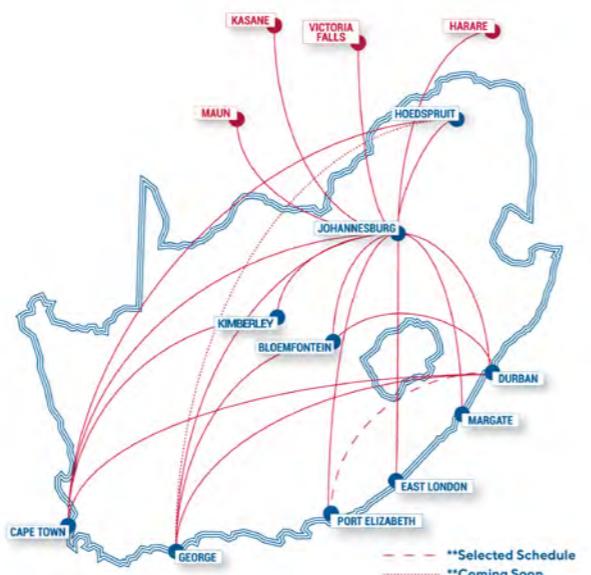
TCB Media has published more in-flight magazines in the past 27 years than any other publisher in the Southern Hemisphere, and our in-flight magazines have received several industry awards for content and design.

#### Core CemAir Audience

51% Male / 49% 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 on Cemair Mobile App
- + Access to SkynNews 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 Social Media platforms
- + Table Talker QR code access and easy-download to Freemagazines & PressReader platforms



## 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
<b>PRIME POSITIONS</b>			
IFC DPS	R68,180	IFC DPS	R44,300
2nd IFC DPS	R64,800	2nd IFC DPS	R42,100
3rd IFC DPS	R61,200	3rd IFC DPS	R39,600
RHP Next to Contents	R41,500	RHP Next to Contents upfront	R26,900
RHP Next to Eds Letter	R38,700	RHP Next to Eds 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
HP Main Body	R19,500	HP Main Body	R12,600

#### Directory Section Advertisements [print ready material supplied by advertiser]

Print & Digital	Digimag [Digital Only]
Full Page	R19,500
Half Page Horizontal	R7,900
Half Page Vertical	R7,900
Quarter Page	R4,500
Full Page	R12,700
Half Page Horizontal	R5,300
Half Page Vertical	R5,300
Quarter Page	R3,000

#### Editorial Features [advertiser supplies text and image/s]

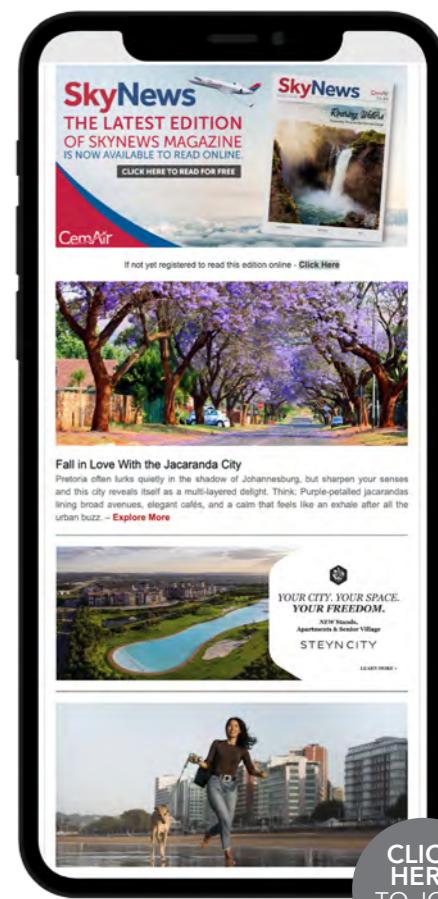
Print & Digital	Digimag [Digital Only]
FP Editorial Feature	R42,700
2-Page Editorial Feature	R76,400
Snippet	R12,600
FP Editorial /Digitorial	R27,700
2-Page Editorial/Digitorial	R52,000
Snippet	R8,100

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	R5,500	High Impact Banner [hyperlinked]	R22,800
Content Snippet	R5,700		
Video	R5,700	Digimag edition Website Landing Page Exclusive High Impact Banner	R16,200
Advertiser Exclusive Newsletter	R14,000	Digimag edition Website Landing Page Exclusive Video	R16,200

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

#### \*\* PLEASE NOTE:

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.  
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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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**





## PRINT MATERIAL SPECIFICATIONS

Sizes	Trim (Width x Height)	Bleed (Width x Height)	Type (Width x Height)
<b>Main Body Advertisements / Advertorials</b> [print ready material supplied by advertiser]			
Full Page	210 x 275	220 x 285	190 x 255
Half Page Horizontal	210 x 137	215 x 142	200 x 130
Half Page Vertical	105 x 275	110 x 280	95 x 265
DPS	420 x 275	430 x 285	400 x 255
<b>Directory Section Advertisements</b> [print ready material supplied by advertiser]			
Full Page	210 x 275	mm [w x h]	
Half Page Horizontal	184 x 114	mm [w x h]	
Half Page Vertical	83 x 232	mm [w x h]	
Quarter Page	83 x 114	mm [w x h]	
<b>Editorial Features</b> [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\*.

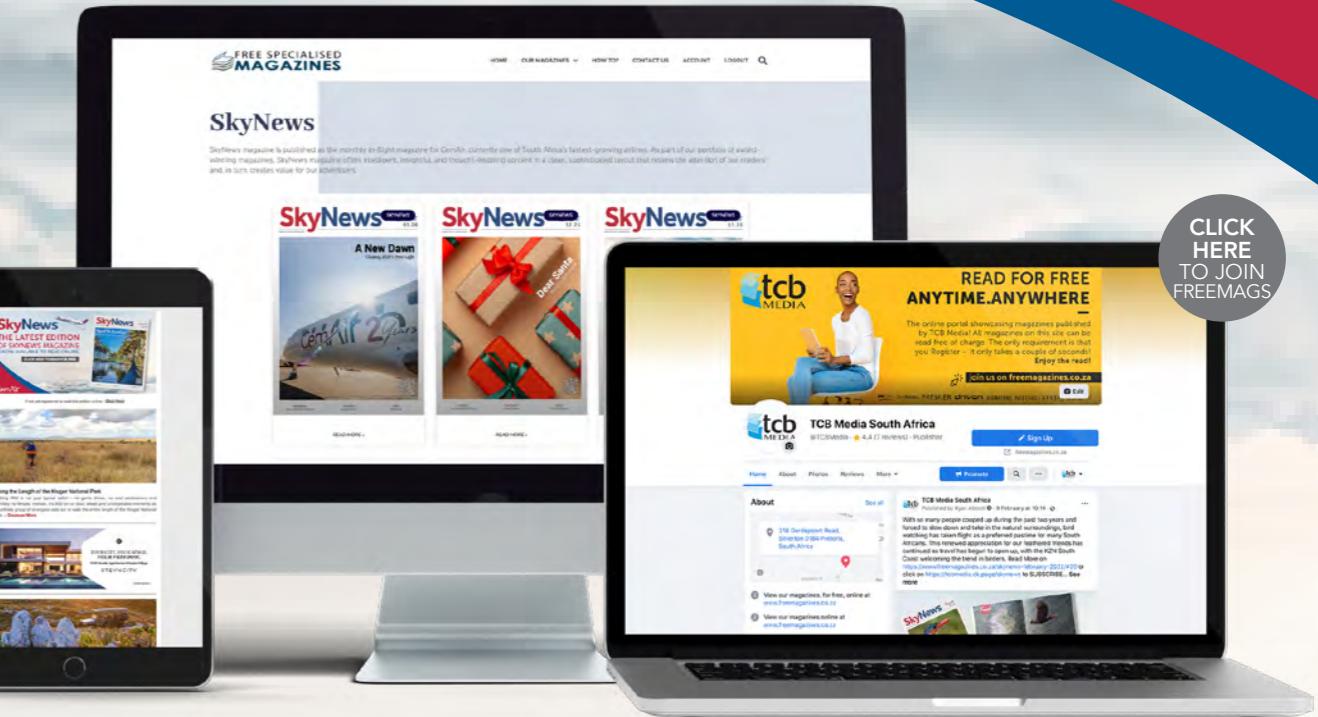
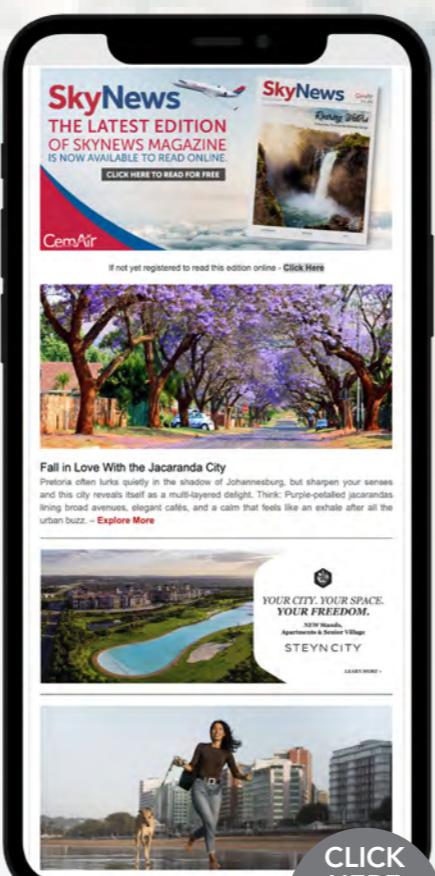
All fonts must be embedded.

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	210 x 275	mm [w x h]
DPS	420 x 275	mm [w x h]

CLICK HERE  
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]
<b>Availability per Newsletter</b>	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

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 details from your AM
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**tcB MEDIA** **CemAir**

## 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
<b>Digimag [Digital Only]</b>	<b>Feb 2026</b>	<b>Mar 2026</b>	<b>Apr 2026</b>	<b>May 2026</b>	<b>Jun 2026</b>	<b>Jul 2026</b>	<b>Aug 2026</b>	<b>Sep 2026</b>	<b>Oct 2026</b>	<b>Nov 2026</b>	<b>Dec 2026</b>	<b>Jan 2027</b>
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