



# PREMIER

## PRINT & DIGITAL RATE CARD 2024

### ELEVATE YOUR BRAND IN THE PREMIER LOUNGES

Welcome to PREMIER, the glossy monthly magazine exclusively published for the distinguished guests of Bidvest Premier Lounges – the epitome of sophistication and opulence, located at all major South African airports. Capture the attention of over 120,000 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 2024]

- > Printed Magazines distributed in the Bidvest Premier Lounges
- > 15,900 Digital Magazine Subscribers
- > 47,650 monthly Newsletter Sends
- > 2,150 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
- > 52,000 Bidvest Premier Lounge Facebook Followers
- > 3,100 Bidvest Premier Lounge Instagram Followers
- > 405 Bidvest Premier Lounge Twitter Followers
- \* Accessible on Bidvest Premier Lounge Website

#### 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



CLICK HERE TO READ ONLINE

## WHY ADVERTISE WITH PREMIER?

#### Exclusive Audience

Connect with over 120,000 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 15,900 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+ | 60% Male  
40% 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.



## ADVERTISING RATES

Print & Digital Magazine		Digimag [Digital Only] * Prime positions subject to availability at time of booking	
<b>Main Body Advertisements / Advertorials [print ready material supplied by advertiser]</b>			
Position	Print & Digital Rate per Edition	Position	Digital Only Rate per Edition
<b>PRIME POSITIONS</b>			
IFC DPS	R61,900	IFC DPS	R40,250
2 <sup>nd</sup> IFC DPS	R58,800	2 <sup>nd</sup> IFC DPS	R38,220
3 <sup>rd</sup> IFC DPS	R55,500	3 <sup>rd</sup> IFC DPS	R36,080
RHP Next to Contents upfront	R37,700	RHP Next to Contents upfront	R24,500
RHP Next to Editors Letter	R 35,200	RHP Next to Editors 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
<b>OTHER</b>			
FP [no guaranteed position]	R29,600	FP [no guaranteed position]	R19,240
DPS Main Body	R49,250	DPS Main Body	R32,000
<b>ADDITIONAL ADVERTISING OPTIONS</b>			
<b>Print &amp; Digital</b>			
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]		R82,850	
Cover Feature Highlight [only available if Editorial feature booked] - Only x 1 available per month		R1 3,550	
Contents Page Highlight [only available if Editorial feature booked] - Only x 1 available per month		R1 3,550	
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		R35,880	
Property Listing [Full Page] [for multiple property listings, package rates are available on request]		R20,790	
<b>Editorial Features [advertiser supplies text and image/s]</b>			
<b>Print &amp; Digital</b>		<b>Digimag [Digital Only]</b>	
FP Editorial Feature	R38,750	FP Editorial Feature	R25,190
2-Page Editorial Feature	R69,300	2-Page Editorial/Digital Feature	R45,045
Snippet	R11,450	Snippet	R7,445
<b>Newsletters EDMs [Electronic Digital Mailers]</b>	<b>Per Newsletter</b>	<b>Website Online Advertising</b>	<b>Per Month</b>
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	Digimag edition Website Landing Page Exclusive High Impact Banner	R14,800
Content Snippet	R5,550	Digimag edition Website Landing Page Exclusive Video	R14,800
Video	R5,550		
Advertiser Exclusive Newsletter	R12,800		
<b>Social Media Platforms</b>	<b>Per Platform [Organic Post]</b>		
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 : R750 per advertisement (incl. three corrections) for new material designs.



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#### 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 and currently boasts close to 15,000 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

**CLICK TO EMAIL**

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accounts@tcbmedia.co.za

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# The SV Capital Story

## A Journey of Friendship and Finance

The year was 2013. A chance phone call. Kagiso picks up. Ayanda asks a harrowing question: "Can you get me back to London?" that followed was an anxious and crazy yes, a desperate sigh, a money transfer, a plane ticket, and an unforeseen, unshakable business partnership five years later. This is SV Capital – the story of two unassuming strangers turned best friends turned business partners – and today, they're taking an aspiring South African investor on one helluva innovative journey.

**M**et Ayanda Moko and Kagiso Tshepo. Co-Founders of South Africa's only investment firm in the country that makes public and private investments in the up-close and personal space. We uncover their reasons, their passions, and the secret to a friendship that's transcended the books.

**They asked for your first encounter:**  
**Ayanda:** I was in London on a business trip. I was a Chartered Accountant. Kagiso was the project manager at a private bank at the time. We met in London.

**Kagiso:** I was more like the weirdo guy to Ayanda. I was out of money with her friends in London. I was a Chartered Accountant. Kagiso was the project manager at a private bank at the time. We met in London.

**How did you come up with the name SV Capital?**  
**Ayanda:** On WhatsApp. I was in a conference. Kagiso was in his car, and we kept singing to it. I liked it. We needed a name that stood for us around the world. We needed a name that would appeal to everyone. And so, SV Capital. "Smart investment".

**What was your first investment?**  
**Ayanda:** I'm definitely going to be stuck in a future. Kagiso: I'm definitely going to be stuck in a future.

**How did you get Ayanda out of her "pickle"?**  
**Kagiso:** Honestly, I was concerned for this

**to respect money but I am also not fearful of it. Money must work for me.**  
**Kagiso:** Hypertension taught me that money is energy. It comes and goes. Once you understand that, it changes everything.

**How does SV Capital do investments differently?**  
**Ayanda:** Conventional investment portfolios can be antiquated. We chose to only work with reliable and relevant investment products.

**Kagiso:** We communicate. It's important for us that our clients know what their products actually look like and where and how their money gets invested.

**Is this how SV made cattle investing cool?**  
**Ayanda:** Yes, cool and accessible. We've created a fund for Cattle Investing that allows our clients to pool their funds with a client collective. This assesses the risk, and it means our clients can now yield a return on a herd of cattle, as opposed to some cows at a time.

**Kagiso:** So yeah, that's pretty cool.

**How do you make your products accessible?**  
**Ayanda:** Well, you don't need 200k to start your investment journey. You can start with R500 and build from there.

**Kagiso:** Investment should never be reserved for the elite or academics, we believe in simplifying

### PRINT MATERIAL SPECIFICATIONS

Sizes	Trim (Height x Width)	Bleed (Height x Width)	Type (Height x Width)
<b>Main Body Advertisements / Advertorials</b> [print ready material supplied by advertiser]			
Full Page	275 x 210	285 x 220	255 x 190
DPS	275 x 420	285 x 430	255 x 400
<b>Additional Advertising Options</b>			
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]	Your AM will provide material requirements on booking any of these additional options		
Cover Feature Highlight [only available if Editorial feature booked] - Only x 2 available per month [1 x per advertiser]			
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]			
<b>Editorial Features</b> [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	275 x 210	mm [h x w]
DPS	275 x 420	mm [h x w]



### 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

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	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](mailto:material@tcbmedia.co.za)