

InFlight Magazine

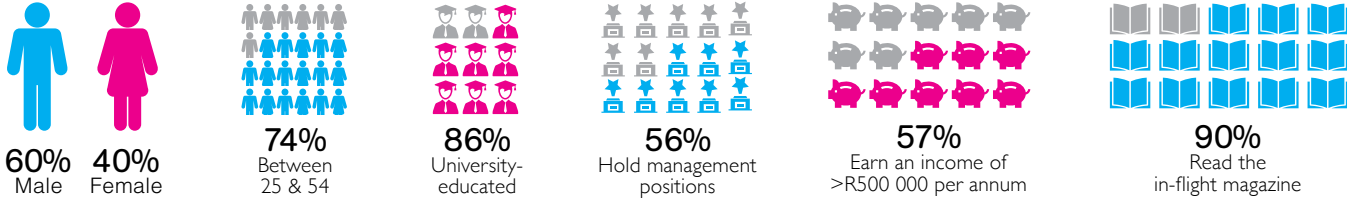
PRINT & DIGITAL RATE CARD 2023

InFlight Magazine is the official magazine for FlySafair, South Africa's largest carrier. Published monthly, InFlight Magazine is available in print and in digital format.

As an award-winning magazine, InFlight magazine offers intelligent, insightful, and thought inspiring content that does not beg for attention, but commands it, in turn creating value for our readers and advertisers.

Already South Africa's largest domestic carrier, carrying more than a half million passengers per month, FlySafair is also South Africa's most-on-time airline, and the official carrier of our World Champion Springboks. FlySafair currently carries passengers between 7 primary domestic destinations in South Africa, including Johannesburg (O.R.Tambo & Lanseria), Cape Town, Durban, PE, East London, George and Bloemfontein, and to one international destination – Mauritius! FlySafair is set to grow their route network even further in the near future with 11 new destinations on the horizon. FlySafair's partnership with the Bidvest Premier Lounges further extends the reach and readership of this magazine.

Core FlySafair Audience



Powerful Digital Distribution

[figures are as at Jan 2023]

>500,000 monthly passengers onboard FlySafair
>Printed magazines distributed at FlySafair check-in counters
>46,500 unique digital magazine subscribers
>165,650 average magazine pdf *downloads per month * Conveniently register and download * No Internet connection required once downloaded
>140,000 Newsletter sends per month
>143,000 freemagazines.co.za subscribers have access
>10,000 subscribers have access on PressReader in SA
>325,000 FlySafair Facebook Followers
>91,400 FlySafair Instagram Followers
>116,600 FlySafair Twitter Followers
>64,500 FlySafair LinkedIn Followers
** Inflight Magazine is accessible via FlySafair Marketing Emails
** Inflight Magazine is accessible on the FlySafair App
** Inflight Magazine is accessible on FlySafair Website

Award-winning Content

InFlight magazine has been awarded with several industry awards for content and design and is the most compelling magazine in SA.

FlySafair Brand Association

FlySafair fares are also available on all major GDS platforms worldwide and the carrier has codeshare agreements with Air France, KLM, Qatar Airways, Emirates, Kenya Airways, and Ethiopian Airlines extending the route network reach of these operators and offering a seamless check-in experience for passengers flying on a multi-destination voyage. The most on-time airline in the world, two years running and regarded as the most respected airline brand in SA.

FROM SEAT POCKET TO YOUR POCKET

- Weekly InFlight magazine content EDM to unique digital subscribers
- Link to the Digital Magazine is also available on the FlySafair App
- Weekly InFlight magazine update on FlySafair Facebook
- Weekly InFlight magazine update on FlySafair Twitter
- Weekly InFlight magazine update on FlySafair Instagram



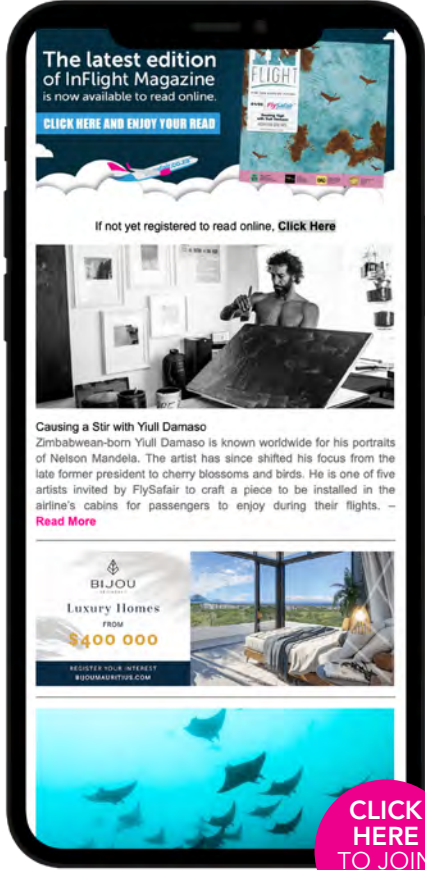
Multiple Activations for Reader Convenience

- InFlight link embedded in FlySafair marketing emails
- InFlight link embedded in FlySafair passenger confirmation emails
- Inflight magazine print edition available at FlySafair check-in counters
- InFlight link in SMS reminder 5 hours before take-off
- Table Talker QR code access and easy-download to Freemagazines & PressReader platforms



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 [print ready material supplied by advertiser]			
Position	Print & Digital Rate per Edition	Position	Digital only Rate per Edition
PRIME POSITIONS - MAIN BODY			
IFC DPS	R65,100	IFC DPS	R52,080
2 nd IFC DPS	R61,900	2 nd IFC DPS	R49,520
3 rd IFC DPS	R58,900	3 rd IFC DPS	R47,120
RHP Next to Contents 1 or 2 upfront	R43,900	RHP Next to Contents 1 or 2 upfront	R35,120
RHP Next to Editors Letter upfront	R40,900	RHP Next to Editors Letter upfront	R32,720
FP RHP Next to Inflight Loves, Out & About or Totally Tasty Snippet pages upfront	R36,900	FP RHP Next to Inflight Loves, Out & About or Totally Tasty Snippet pages upfront	R29,520
FP RHP with Gadget Guru Snippet Page	R35,900	FP RHP with Gadget Guru Snippet Page	R28,720
FP RHP with Reel Time Snippet Page	R35,900	FP RHP with Reel Time Snippet Page	R28,720
IBC [Inside Back Cover]	R43,900	IBC [Inside Back Cover]	R35,120
OBC [On Back Cover]	R47,900	OBC [On Back Cover]	R38,320
OTHER - MAIN BODY			
FP RHP/LHP Main Body [no guarantee on upfront positioning or with any features]	R33,950	FP RHP Main Body [no guarantee on upfront positioning]	R27,160
DPS Main Body	R56,900	DPS Main Body	R45,520
HP Main Body [only 2 x permitted per edition]	R19,900	HP Main Body	Not available in Digital Only
Editorial Features [advertiser supplies text and image/s]			
Print & Digital		Digimag [Digital Only]	
Full Page Editorial Feature	R43,900	Full Page Editorial Feature	R40,900
2 Page Editorial Feature	R79,900	2 Page Editorial/Digitorial Feature	R75,900
Snippet	R12,900	Snippet	R10,900
Directory Section Advertisements [print ready material supplied by advertiser]			
Print & Digital		Digimag [Digital Only]	
Full Page	R19,900	Full Page	R10,800
Half Page Horizontal	R8,900	Half Page Horizontal	R6,800
Half Page Vertical	R8,900	Half Page Vertical	R6,800
Quarter Page	R4,900	Quarter Page	R3,800
Newsletters EDMs [Electronic Digital Mailers]	Per Newsletter	Website Online Advertising	Per Month
In-Line Slim Banner	R4,200	Subscription Landing Page High Impact Banner [static] + Subs confirmation e-mailer High Impact Banner [hyperlinked]	R20,980
High Impact Banner	R6,800		
Main Bottom Banner	R6,800		
Content Snippet	R7,900		
Video	R7,900	Digimag edition Website Landing Page Exclusive High Impact Banner	R16,800
Advertiser Exclusive Newsletter	R18,980	Digimag edition Website Landing Page Exclusive Video	R16,800
Social Media Platforms	Per Platform [Organic Post]	** 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 : 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	
Facebook	R380		
Instagram	R380		
LinkedIn	R380		



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

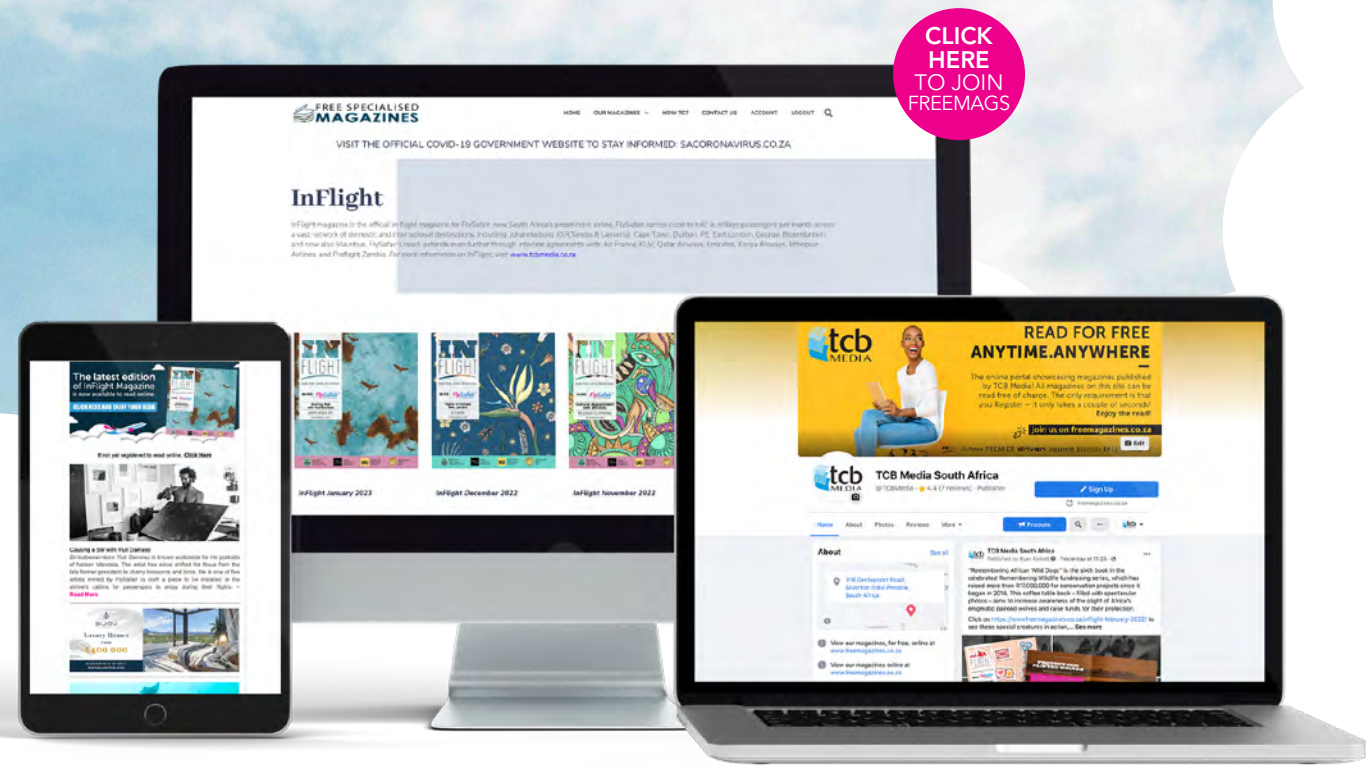
Chantal Barton
chantal@tcbmedia.co.za
+27 79 626 0782

CLICK TO EMAIL

Publisher

Bryan Kayavhu
bryan@tcbmedia.co.za | +27 83 785 6691

CLICK TO EMAIL



CLICK
HERE
TO JOIN
FREEMAGS

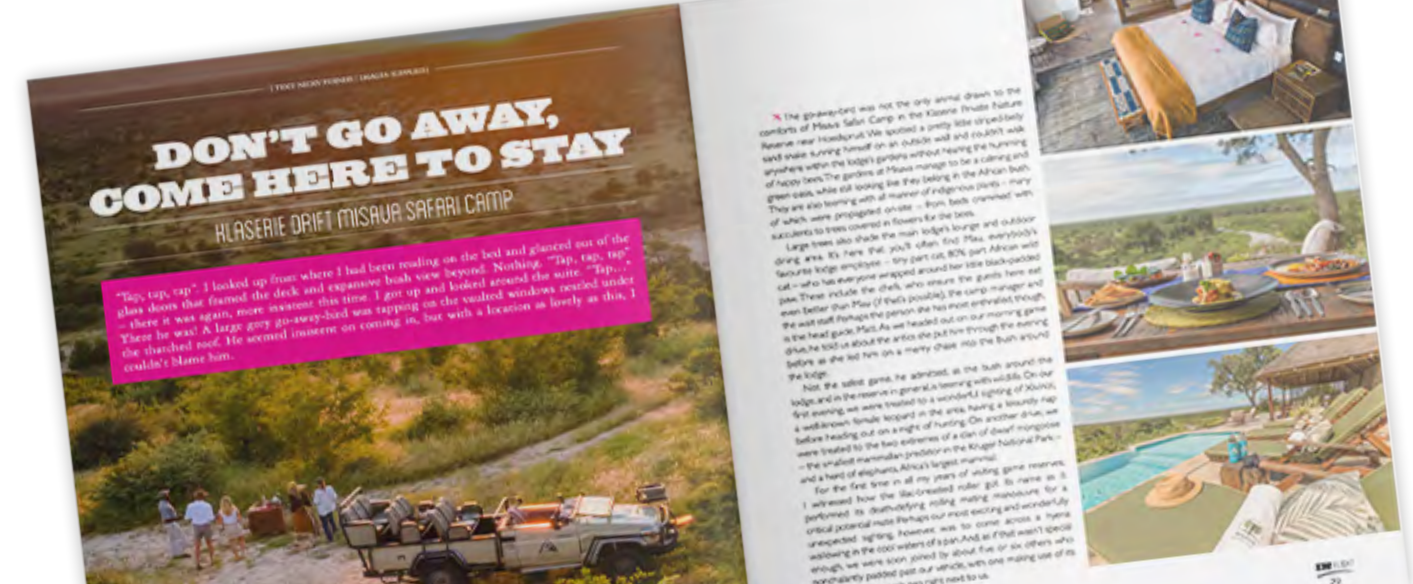
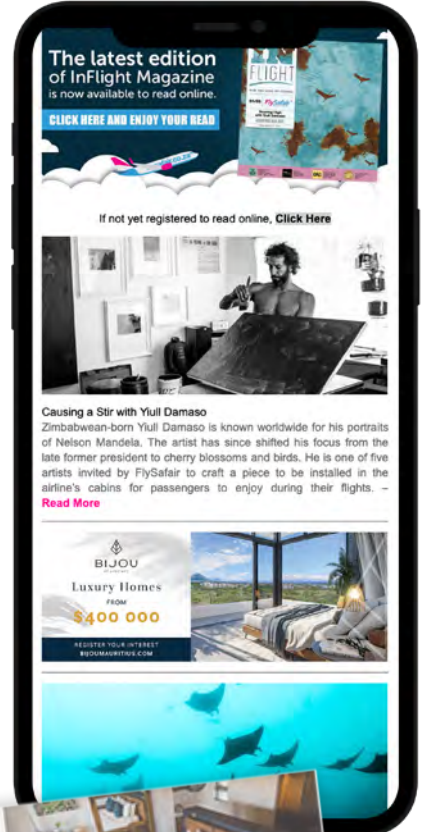
PRINT MATERIAL SPECIFICATIONS

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	220 x 200	230 x 210	200 x 180
Half Page Horizontal	110 x 200	120 x 210	90 x 190
Half Page Vertical	220 x 100	230 x 110	200 x 90
DPS	220 x 400	230 x 410	200 x 380
Directory Section Advertisements [print ready material supplied by advertiser]			
Full Page	185 x 170		
Half Page Horizontal	90 x 162		
Half Page Vertical	182 x 82		
Quarter Page	90 x 80		
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

Digital Material Specifications [for Digital Only advertising]		
Full Page	220 x 200	mm [h x w]
DPS	220 x 400	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	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 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	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