

INFLIGHT MAGAZINE

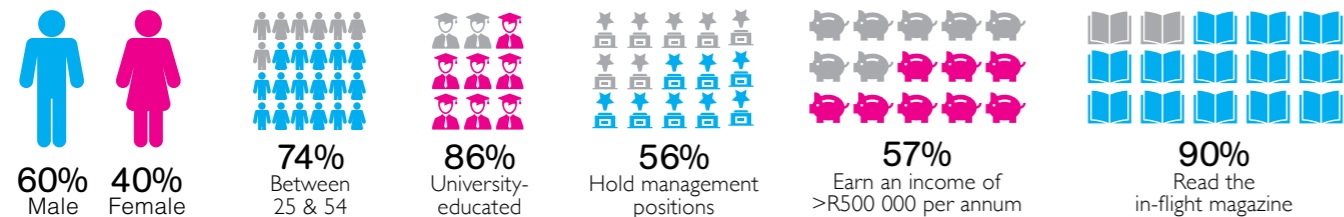
PRINT & DIGITAL RATE CARD 2022

INFLIGHT Magazine is the official in-flight magazine for FlySafair, South Africa's largest fully operational carrier. Published monthly, INFLIGHT Magazine is available to all FlySafair passengers in print and in digital format (currently boasting more than 32,000 unique digital subscribers).

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, South Africa's most-on-time airline, the official carrier of our World Champion Springboks, FlySafair currently carries passengers between 8 destinations and continues to lead the way into a new future for South African aviation. FlySafair is currently operating at 100% capacity allowing for 420,000 passengers, servicing 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!

Core FlySafair Audience



Powerful Digital Distribution

- >420,000 passengers onboard FlySafair
- >32,600+ unique digital subscribers
- > 97,800+ Newsletter sends per month
- >110,000 Subscribers have access on Feemagazines.co.za
- >10,000 Subscribers have access on PressReader in SA
- >280,226+ FlySafair Facebook followers
- >55,300+ FlySafair Instagram followers
- >81,400+ FlySafair Twitter followers
- Conveniently register and download
- No Internet connection required once downloaded

Award-winning Content

InFlight magazine has been awarded with several industry awards for content and design and is the most compelling in-flight 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 Widely regarded as the most respected airline brand in SA.

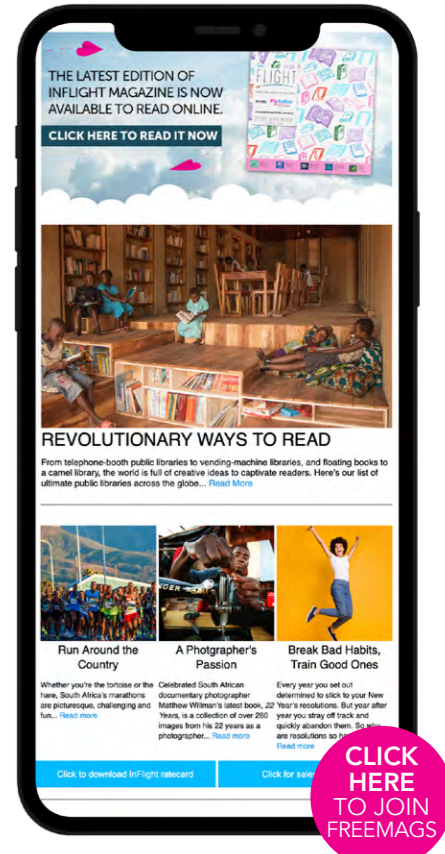
CLICK HERE TO READ ONLINE



ADVERTISING RATES

Printed Magazine		Digimag [Digital Only]	
		* Prime positions only valid if available	
Main Body Advertisements / Advertorials [print ready material supplied by advertiser]			
Position	Rate per Edition	Position	Rate per Edition
PRIME POSITIONS			
IFC DPS	R39,000	IFC DPS	R32,500
2nd IFC DPS	R35,400	2nd IFC DPS	R29,500
3rd IFC DPS	R34,560	3rd IFC DPS	R28,800
4th IFC DPS	R33,720	4th IFC DPS	R28,100
5th IFC DPS	R32,880	5th IFC DPS	R27,400
RHP Next to Contents upfront	R23,400	RHP Next to Contents upfront	R19,500
RHP Next to Snippets upfront	R23,400	RHP Next to Snippets upfront	R19,500
FP RHP first 30%	R21,960	FP RHP first 30%	R18,300
FP RHP first 50%	R21,000	FP RHP first 50%	R17,500
OTHER			
FP [no guaranteed position]	R19,920	FP [no guaranteed position]	R16,600
DPS Main Body	R33,840	DPS Main Body	R28,200
HP Main Body	R11,640	Not available in digital only format	
IBC	R23,400	IBC	R16,600
OBC	R29,250	OBC	R16,600
Directory Section Advertisements [print ready material supplied by advertiser]			
Printed Magazine		Digimag [Digital Only]	
Full Page	R11,960	Full Page	R9,200
Half Page Horizontal	R6,370	Half Page Horizontal	R4,900
Half Page Vertical	R6,370	Half Page Vertical	R4,900
Quarter Page	R3,770	Quarter Page	R2,900
Editorial Features [advertiser supplies text and image/s]			
Printed Magazine		Digimag [Digital Only]	
FP Editorial Feature	R30,915	FP Editorial Feature	R22,900
2 Page Editorial Feature	R44,010	2 Page Editorial Feature	R32,600
Snippet	R6,885	Snippet	R5,100
Newsletters EDMs [Electronic Digital Mailers]	Per Newsletter	Website Online Advertising	Per Month
In-Line Banner	R4,115	Subscription Landing Page High Impact Banner [static] + Subs confirmation e-mailer High Impact Banner [hyperlinked]	R19,290
In-Line High Impact Banner	R4,935		
Main Bottom Banner	R5,480		
Content Snippet	R7,810		
Video	R7,810		
Advertiser Exclusive EDM	R15,360	Digimag edition LP Exclusive High Impact Banner	R12,250
RHP Next to Snippets upfront	R23,400	Digimag edition LP Exclusive Video	R12,250
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 : 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

Snr National Sales Manager (Business Development)

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

National Sales Manager (Regional & SADC)

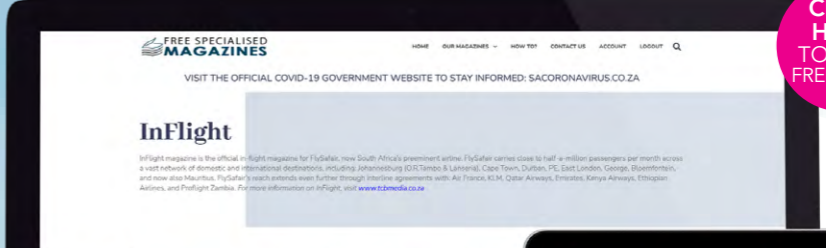
Bryan Kayavhu
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FROM SEAT POCKET TO YOUR POCKET

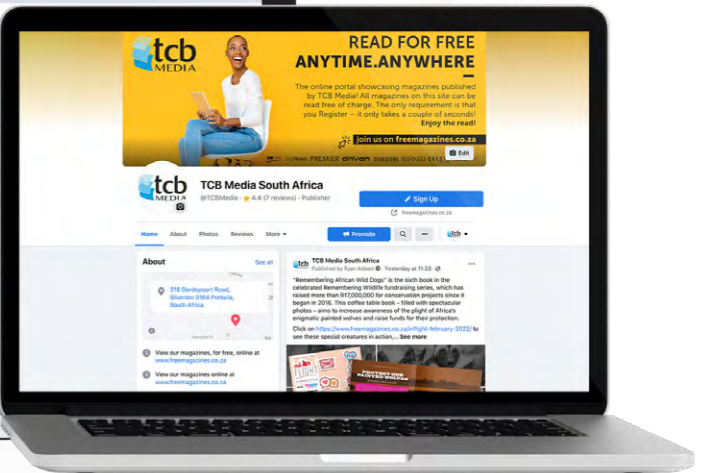
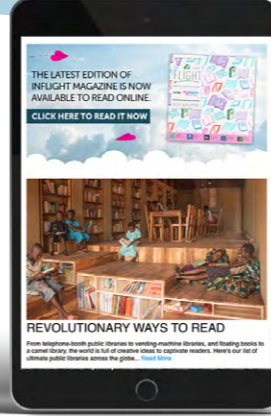
- Weekly InFlight magazine content EDM to unique digital subscribers
- Weekly InFlight magazine update on FlySafair Facebook
- Weekly InFlight magazine update on FlySafair Twitter
- Weekly InFlight magazine update on FlySafair Instagram



- 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



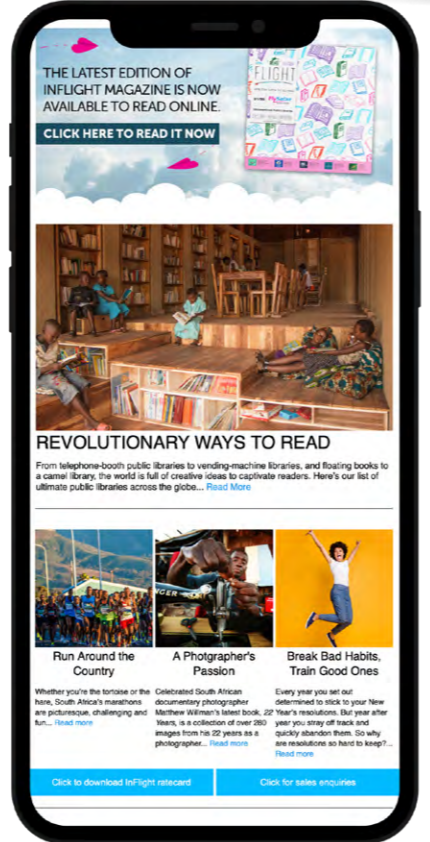
CLICK HERE TO JOIN FREEMAGS



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 - 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/CT link	800 px Width 300 px Height url/CT link	800 px Width 300 px Height url/CT link	80 words 1 x high res image url/CT 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	2	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 CT 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 CT 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 or through CT 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
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DIGITAL MATERIAL SPECIFICATIONS

Digital Material Specifications [for Digital Only advertising]		
Full Page	185 x 170	mm [h x w]
DPS	220 x 400	mm [h x w]



MATERIAL SUBMISSION DEADLINES

Print Submission	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023
Editorial Features	Fri 4 Feb	Fri 4 Mar	Wed 6 Apr	Fri 6 May	Mon 6 Jun	Fri 8 Jul	Fri 5 Aug	Mon 5 Sep	Fri 7 Oct	Fri 4 Nov	Fri 2 Dec	Mon 9 Jan
Cover Material	Fri 11 Feb	Fri 11 Mar	Wed 13 Apr	Fri 13 May	Mon 13 Jun	Fri 15 Jul	Fri 12 Aug	Mon 12 Sep	Fri 14 Oct	Fri 11 Nov	Fri 9 Dec	Fri 13 Jan
Ad Material	Fri 18 Feb	Fri 18 Mar	Mon 18 Apr	Fri 20 May	Fri 17 Jun	Wed 20 Jul	Fri 19 Aug	Fri 16 Sep	Fri 21 Oct	Fri 18 Nov	Thu 15 Dec	Fri 20 Jan
Digimag [Digital Only]	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023
Editorial Features	Fri 11 Feb	Fri 11 Mar	Fri 15 Apr	Fri 13 May	Fri 17 Jun	Fri 15 Jul	Fri 12 Aug	Fri 16 Sep	Fri 14 Oct	Fri 11 Nov	Fri 9 Dec	Fri 13 Jan
Ad Material	Thu 24 Feb	Tue 29 Mar	Wed 27 Apr	Fr 27 May	Tue 28 Jun	Wed 27 Jul	Fri 26 Aug	Wed 28 Sep	Wed 26 Oct	Fri 25 Nov	Fri 16 Dec	Fri 27 Jan

Media Traffic Contact: chantal@tcbmedia.co.za