

# PREMIER

## PRINT & DIGITAL RATE CARD 2023

### ESSENTIAL READING FOR THE DISCERNING TRAVELLER

PREMIER Magazine is the exclusive monthly magazine for guests frequenting the Bidvest Premier Lounges – the exclusive business lounges located at all major South African airports – which caters for business and leisure travellers who personify the very pinnacle of wealth and influence.

Available to over 100,000 high net-worth individuals who visit the Bidvest Premier Lounges each month, in print and digital format.

#### POWERFUL DISTRIBUTION (figures are as at Jan 2023)

- > Printed Magazines distributed in the Bidvest Premier Lounges
- > 15,000 Digital Magazine Subscribers
- > 45,270 monthly Newsletter Sends
- > 1,625 average Magazine pdf \*downloads
- \* Conveniently register and download
- \* No Internet connection required once downloaded
- > 134,000 freemagazines.co.za subscribers have access
- > 10,000 subscribers have access on PressReader in SA
- > 44,140 Bidvest Premier Lounge Facebook Followers
- > 2,950 Bidvest Premier Lounge Instagram Followers
- > 360 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



#### PREMIER AUDIENCE

More than over 100,000 high net-worth individuals visit the Bidvest Premier Lounges each month. Over 85% of these are Private Banking clients, with the balance made up of First Class and Business Class travellers on various international carriers. These individuals form part of the one percent of the population who inhabit the top of the wealth pyramid, contributing more than 70% to the fiscal wealth of the country and influencing the economy like no other group. These are the decision-makers and opinion leaders, and the only group with true disposable income.

#### PREMIER DISTRIBUTION

Published monthly, PREMIER Magazine is available in print and digital format to all Premier Lounge guests. PREMIER Magazine currently boasts over 15,000 unique digital subscribers.

#### PREMIER CONTENT

PREMIER Magazine caters to the passions and interests of its sophisticated and business-minded audience by providing intelligent content aimed at top-level executive travellers who have 'arrived'. From the intellectual and philosophical, to corporate and business profiles, and art and design to discerning travel, property, motoring, entertainment, and fine cuisine, PREMIER Magazine's scope encompasses the full spectrum of a tasteful and elite lifestyle.

#### READER DEMOGRAPHIC

LSM 10 High | Average age 30+ | 75% Male Readership | 90% Live in metropolitan areas | 75% Earn Super A income of R40 000+ | Majority are Platinum and Private Banking clients | Majority are Business Leaders and Senior Executives.

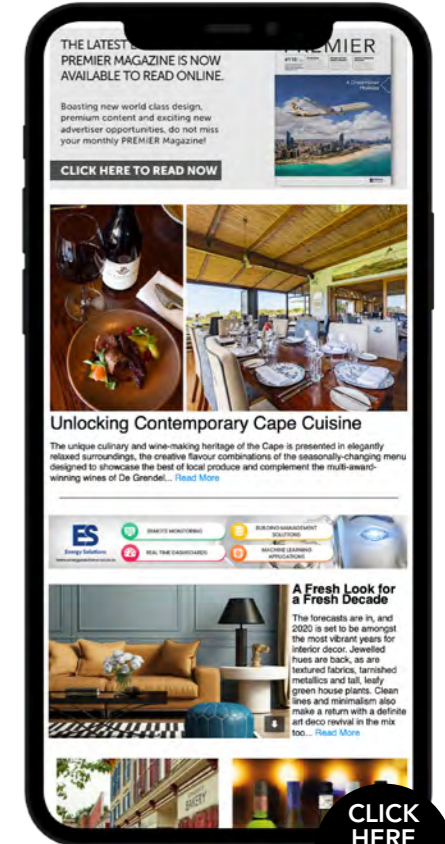


## ADVERTISING RATES

Print & Digital Magazine		Digimag [Digital Only]	
		* Prime positions subject to availability at time of booking	
Main Body Advertisements / Advertorials [print ready material supplied by advertiser]			
Position	Print & Digital Rate per Edition	Position	Digital Only Rate per Edition
PRIME POSITIONS			
IFC DPS	R58,900	IFC DPS	R38,285
2 <sup>nd</sup> IFC DPS	R56,000	2 <sup>nd</sup> IFC DPS	R36,400
3 <sup>rd</sup> IFC DPS	R52,900	3 <sup>rd</sup> IFC DPS	R34,385
RHP Next to Contents upfront	R35,900	RHP Next to Contents upfront	R23,335
RHP Next to Snippets upfront	R33,500	RHP Next to Snippets upfront	R21,775
FP RHP first 30%	R30,500	FP RHP first 30%	R19,825
FP RHP first 50%	R29,900	FP RHP first 50%	R19,435
IBC	R35,900	IBC	R23,335
OBC	R39,900	OBC	R25,935
OTHER			
FP [no guaranteed position]	R28,000	FP [no guaranteed position]	R18,200
DPS Main Body	R52,900	DPS Main Body	R34,385
ADDITIONAL ADVERTISING OPTIONS			
Print & Digital			
Cover Package [Main Cover Image + 2-4 Page Editorial Feature + 1 x FP Advertisement + 1 x Newsletter Content Snippet + 3 x Newsletter Banners + 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]		R78,900	
Cover Feature Highlight [only available if Editorial feature booked] - Only x 2 available per month per advertiser		R12,900	
Contents Page Highlight [only available if Editorial feature booked] - Only x 1 available per month		R12,900	
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		R34,165	
Property Listing [Full Page] [for multiple property listings, package rates are available on request]		R19,800	
Editorial Features [advertiser supplies text and image/s]			
Print & Digital		Digimag [Digital Only]	
FP Editorial Feature	R36,900	FP Editorial Feature	R23,985
2-Page Editorial Feature	R66,000	2-Page Editorial/Digital Feature	R42,900
Snippet	R10,900	Snippet	R7,085
Newsletters EDMs [Electronic Digital Mailers]	Per Newsletter	Website Online Advertising	Per Month
In-Line Banner	R3,290	Subscription Landing Page High Impact Banner [static] + Subs confirmation e-mailer High Impact Banner [hyperlinked]	R16,800
In-Line High Impact Banner	R3,620		
Main Bottom Banner	R4,980		
Content Snippet	R5,280	Digimag edition Website Landing Page Exclusive High Impact Banner	R12,800
Video	R4,980	Digimag edition Website Landing Page Exclusive Video	R14,800
Advertiser Exclusive Newsletter	R10,290		
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.



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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

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

For Print, digital, electronic digital mailers & online advertising opportunities:

CLICK TO EMAIL

#### Publisher

Bryan Kayavhu  
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CLICK TO EMAIL





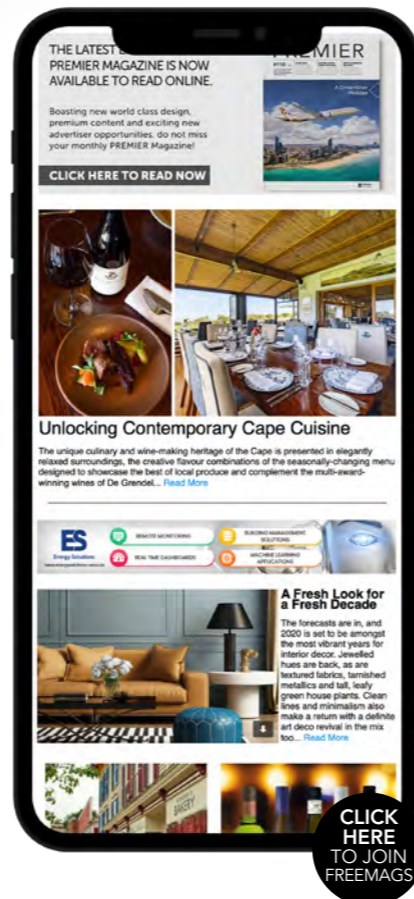
## PRINT MATERIAL SPECIFICATIONS

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 + 3 x Newsletter Banners + 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	700 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 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](mailto:material@tcbmedia.co.za)