

# INFLIGHT MAGAZINE

## PRINT & DIGITAL RATE CARD 2024

Embark on a Journey with InFlight Magazine  
Elevate Your Brand to New Horizons in 2024!

Welcome aboard INFLIGHT Magazine, the official magazine of FlySafair, South Africa's leading carrier. Published monthly in both print and digital format, this award-winning magazine is not merely a publication; it's a multi-platform experience that captivates and commands attention, ensuring immense value for readers and advertisers.

### WHY ADVERTISE WITH INFLIGHT MAGAZINE?

#### Unrivaled Exposure:

Reach a vast potential audience of over 750,000 passengers per month, via the various multi-platform print & digital touchpoints outlined below. Position your brand alongside the world's most punctual low-cost airline, gaining visibility with travelers who value efficiency and reliability.

#### Award-Winning Excellence:

Join a legacy of excellence with INFLIGHT Magazine's award-winning content that seamlessly blends intelligent, insightful, and thought-inspiring narratives. Benefit from content that not only attracts attention but retains it, creating a unique and lasting connection with this lucrative audience.

#### Expanding Horizons:

Stay ahead as FlySafair expands its route network with new destinations on the horizon. Leverage FlySafair's partnership with Bidvest Premier Lounges, extending your reach to an even broader, elite and targeted readership.

#### Championing Success:

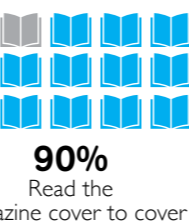
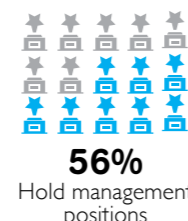
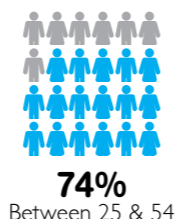
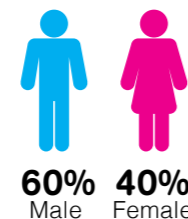
Align your brand with the official carrier of the World Champion Springboks, reinforcing your association with success and achievement. Be part of the journey as FlySafair, the largest carrier in South Africa, continues to make headlines in the aviation industry. Position your brand at the forefront of the aviation experience, and let your brand soar to new heights.

### Powerful Digital Distribution

[figures are as at Jan 2024]

>750,000 monthly passengers onboard FlySafair
>Printed magazines distributed at FlySafair check-in counters
>58,900 unique digital magazine subscribers
>197,500 average magazine interactive pdf downloads * Conveniently register and download * No Internet connection required once downloaded
>176,500 Newsletter sends per month
>152,000 freemagazines.co.za subscribers have access
>10,000 subscribers have access on PressReader in SA
>418,000 FlySafair Facebook Followers
>163,000 FlySafair Instagram Followers
>152,300 FlySafair X Followers
>110,200 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

### Core FlySafair Audience



CLICK HERE TO READ ONLINE



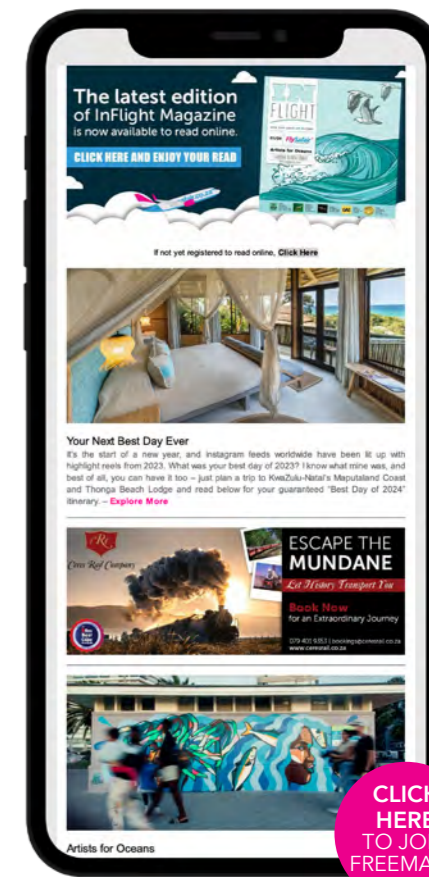
### Current Routes

- Johannesburg (O.R.Tambo & Lanseria), Cape Town, Durban, PE, East London, George and Bloemfontein
- Mauritius
- Mozambique (Maputo)
- Namibia (Windhoek)
- Zanzibar
- Zambia (Livingstone, Lusaka)
- Zimbabwe (Harare, Victoria Falls)



### ADVERTISING RATES

Printed Magazine		Digimag [Digital Only]	
<small>[Please Note: there are limited available advertising pages per printed edition - early booking is highly recommended]</small>		<small>* Prime Positions subject to availability at time of booking</small>	
<b>Main Body Advertisements / Advertorials</b>			
Position	Print & Digital Rate per Edition	Position	Digital Only [Digimag] Rate per Edition
<b>PRIME POSITIONS - MAIN BODY</b>			
IFC DPS	R68,350	IFC DPS	R65,100
2 <sup>nd</sup> IFC DPS	R64,990	2 <sup>nd</sup> IFC DPS	R61,900
3 <sup>rd</sup> IFC DPS	R61,850	3 <sup>rd</sup> IFC DPS	R58,900
RHP Next to Contents 1 or 2 upfront	R46,100	RHP Next to Contents 1 or 2 upfront	R43,900
RHP Next to Editors Letter upfront	R42,950	RHP Next to Editors Letter upfront	R40,900
FP RHP Next to Inflight Loves, Out & About or Totally Tasty Snippet pages upfront	R38,750	FP RHP Next to Inflight Loves, Out & About or Totally Tasty Snippet pages upfront	R36,900
FP RHP with Gadget Guru Snippet Page	R37,700	FP RHP with Gadget Guru Snippet Page	R35,900
FP RHP with Reel Time Snippet Page	R37,700	FP RHP with Reel Time Snippet Page	R35,900
IBC [Inside Back Cover]	R46,100	IBC [Inside Back Cover]	R43,900
OBC [On Back Cover]	R50,300	OBC [On Back Cover]	R47,900
<b>OTHER - MAIN BODY</b>			
FP RHP/LHP Main Body [no guarantee on upfront positioning or with any features]	R33,950	FP RHP/LHP Main Body [no guarantee on upfront positioning]	R30,950
DPS Main Body	R59,750	DPS Main Body	R56,900
HP Main Body [only 2 x permitted per edition]	R20,890	HP Main Body	Not available in Digital Only format
<b>Editorial Features [Advertiser supplies text &amp; image/s. No logo's permitted in Editorial Features]</b>			
Print & Digital		Digimag [Digital Only]	
Full Page Editorial Feature	R46,100	Full Page Editorial Feature	R43,900
2 Page Editorial Feature	R83,900	2 Page Editorial/Digital	R79,900
Snippet	R13,500	Snippet	R12,900
<b>Directory Section Advertisements [print ready material supplied by advertiser]</b>			
Print & Digital		Digimag [Digital Only]	
		<small>[subject to availability in the digital only edition]</small>	
Full Page	R20,800	Full Page	R19,900
Half Page Horizontal	R9,350	Half Page Horizontal	R8,900
Half Page Vertical	R9,350	Half Page Vertical	R8,900
Quarter Page	R5,150	Quarter Page	R4,900
<b>Newsletters EDMs [Electronic Digital Mailers]</b>	<b>Per Newsletter</b>	<b>Website Online Advertising</b>	<b>Per Month</b>
In-Line Slim Banner	R4,400	Subscription Landing Page	R23,100
High Impact Banner	R7,140	High Impact Banner [static] + Subs confirmation e-mailer High Impact Banner [hyperlinked]	
Content Snippet	R8,290	Digimag edition Website Landing Page Exclusive High Impact Banner	
Video	R8,290	Digimag edition Website Landing Page Exclusive High Impact Banner	R18,800
Advertiser Exclusive Newsletter	R19,900	Digimag edition Website Landing Page Exclusive Video	R18,800
<b>Social Media Platforms</b>	<b>Per Platform [Organic Post]</b>	<b>** PLEASE NOTE:</b> All Rates Quoted Exclude VAT <b>Limited number of Ad pages available in the Main Body per printed edition</b> 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. <b>Please Note : Advertising material or Advertiser Editorial Features may not contain logos, references or images pertaining to competitor airlines or brands</b>	
Facebook	R380		
Instagram	R380		
LinkedIn	R380		



CLICK HERE 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

### FROM SEAT POCKET TO YOUR POCKET

Weekly InFlight magazine Newsletters to unique digital subscribers

Link to download Digital Magazine is available on the FlySafair App

Weekly InFlight magazine update on FlySafair Facebook

Weekly InFlight magazine update on FlySafair X

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

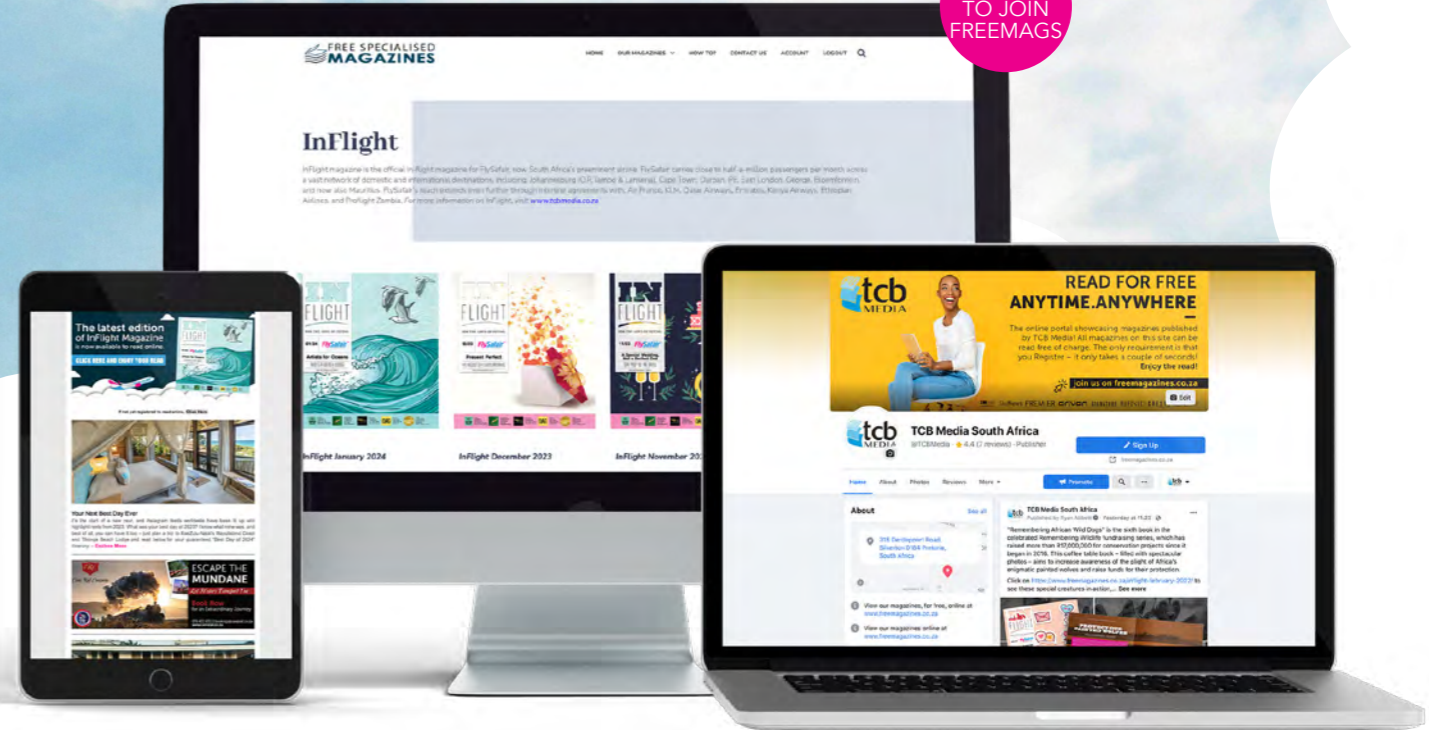
Inflight magazine print edition available on stands at FlySafair check-in counters

InFlight link in SMS reminder 5 hours before take-off

Table Talker QR code access and easy-download to Freemagazines & PressReader platforms



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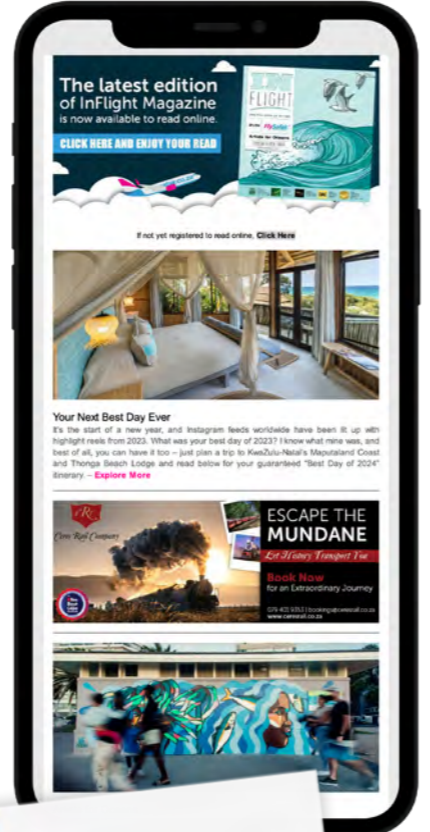
### PRINT MATERIAL SPECIFICATIONS

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	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
<b>Directory Section Advertisements</b> [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		
<b>Editorial Features</b> [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 & LJ] [Organic]	Please request material requirements from your AM
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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

