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PREMIER

DIGITAL RATE CARD | 2020



COMPLIMENTARY MAGAZINE FOR THE DISCERNING TRAVELLER

Premier magazine is the official guest magazine for Bidvest Premier Lounges – the exclusive business lounges located at all major South African airports – catering for business and leisure travellers who personify the very pinnacle of wealth and influence.

The following domestic lounges will be operational during the initial re-opening period: OR Tambo Domestic, Durban (King Shaka), Cape Town Domestic, East London, Port Elizabeth, George, Lanseria and Bloemfontein.

Visitors to the lounges will be limited to 50% capacity as per government regulations, allowing for 65,000 high net-worth individuals to visit the Bidvest Premier Lounges each month. PREMIER magazine currently boasts over 14,500 unique digital subscribers per month.

PREMIER AUDIENCE

More than 130,000 high net-worth individuals visit the Bidvest Premier Lounges each month, with current allowance for 65,000 monthly visitors each month. Over 85% of these are Private Bank 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 currently boasts close to 15,000 unique monthly digital subscribers. Table Talkers with QR code will be placed at all lounge reception area, including in the lounges on the visitor tables. We will publish a monthly competition to promote digital subscription.

PREMIER CONTENT

Premier magazine provides 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's scope encompasses the full spectrum of a tasteful lifestyle. Premier caters to the passions and interests of its sophisticated and business-minded audience.

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

PREMIER LOUNGES

O.R. Tambo International Domestic Departure Lounge
– The Sky Lounge
– Bidvest Premier Lounge
Domestic Arrivals Hall
– Bidvest Premier Boardroom
International Departure Lounge
– Bidvest Premier Lounge

Lanseria Domestic Departure Lounge

Cape Town International Domestic Departure Lounge
International Departure Lounge

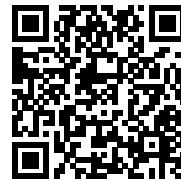
King Shaka International Domestic Departure Lounge

George Domestic Departure Lounge

Port Elizabeth Domestic Departure Lounge

East London Domestic Departure Lounge

Bloemfontein Domestic Departure Lounge



READING ON THE GO? TAKE PREMIER ON YOUR JOURNEY!

To read the digital edition of Premier Magazine whenever, wherever, scan the QR code - it's easy, free and convenient.
#Premiermagazine

2020 EDITION RATES

	Positions	Rate per insertion	Monthly Material Submission Deadlines
Main Body & Cover	IFC DPS	R29,660	28 th of each month
	IF DPS	R28,370	
	FP RHP Next to Editor/Contents upfront	R17,020	
	FP RHP Next to Snippets upfront	R16,600	
	FP RHP first 30%	R15,480	
	FP RHP first 50%	R15,100	
	Full Page Ad [no guaranteed position]	R14,730	
	DPS Main Body	R25,790	
	HP Main Body	R7,740	
Content Advertising	IBC	R14,730	21 st of each month
	OBC	R14,730	
	2 Page Editorial Feature	R29,010	
Content Advertising	FP Editorial Feature	R21,750	21 st of each month
	Snippet	R4,620	

Terms & Conditions

- All rates are for full colour insertions and include agency commission but exclude VAT.
- 5% discount with payment upon placement. Payment options are specified on booking form.
- Cancellation of a confirmed booking after the cover or material deadline date per edition, will attract a 25% cancellation fee.
- Clients who fail to supply copy/photographs/finished advertising material by deadline will be billed for the space booked.

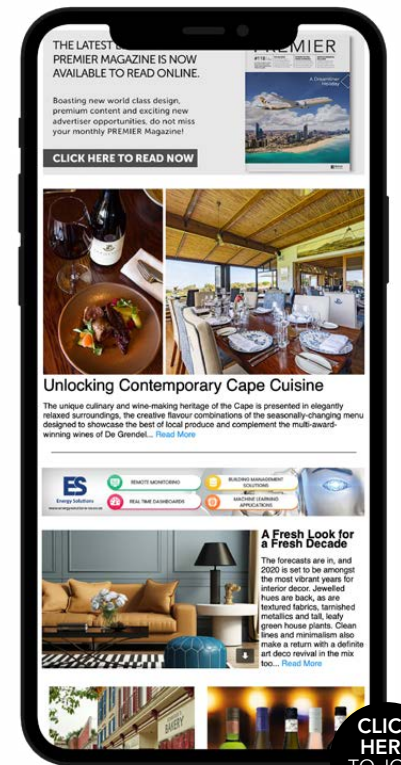
MATERIAL REQUIREMENTS

SIZE	TRIM (h x w)	BLEED (h x w)	TYPE (h x w)
Double Page Spread (DPS)	297 x 420mm	307 x 430mm	257 x 380mm
Full Page (FP)	297 x 210mm	307 x 220mm	257 x 170mm

Material Submission Deadlines for Weekly Newsletters EDM's		Weekly EDM Newsletters
Week 1	Nov edition content EDM	30 th monthly
Week 2	Nov edition content EDM	04 th Monthly
Week 3	Nov edition content EDM	11 th Monthly

EDM [ELECTRONIC DIGITAL MAILER]

	Audited Unique Digital Subscribers [as at OCT 2020]	In-Line Banner [3 x available per weekly EDM]	Main Bottom Banner [1 x available per weekly EDM]	Snippet [image / 100 words / url link] [1 x per advertiser]	Advertiser Exclusive EDM [per Advertiser: EDM - 1 per week]
PREMIER	13,691	R3,290	R4,980	R5,280	R10,290
Size/Requirements per EDM Advertising Element: [All advertising elements quoted click directly through to url landing page/s supplied by advertiser or click-through to Advertisement in SkyNews Magazine Digital Edition.TCB Media will supply advertiser with an audience activity report at the end of each month on campaign status/success]					
		800px width 120px height	800 px width 300px height	Advertiser supplied 100 words [in .doc format] + 1 x high res image + url link to embed in Snippet with direct click through to advertiser landing page	This emailer we custom design for advertiser booking this option.The EDM includes only advertiser supplied content and all elements in the email can click through to advertiser supplied url landing page/s [advertiser website landing page/s],TCB Media custom designs this/these EDM's on behalf of Advertiser



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FREEMAGS

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 boasts close to 15,000 unique monthly digital subscribers.

ADVERTISING SALES

National Sales Manager
(Business Development)

Chantal Barton

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

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

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National Sales Manager
(Regional & SADC)

Bryan Kayavhu

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

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ABC Q4 2019 Circ: 17,621
Unique Digital Subscribers [Oct 2020]: 14,500