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# INFLIGHT RATE CARD | 2020

INFLIGHT magazine is the monthly in-flight magazine for FlySafair, South Africa's only true low-cost carrier. Printed monthly, INFLIGHT delivers entertaining content to a diverse audience of over 400,000 monthly passengers, creating the perfect environment to promote your business or service.



## About the Magazine

INFLIGHT magazine is a breath of fresh air for passengers on board all FlySafair flights, and offers a diverse and engaging read that comprises feature articles on a wealth of topics. Stories pertaining to destinations and travel, arts and entertainment, business and technology, motoring and sport, profiles and special features, and of course, upcoming events and festivals abound in each edition of INFLIGHT magazine. With its unconventional layout and composition, INFLIGHT magazine is an on-board read second to none. The magazine is also published in complimentary digital format on [www.freemagazines.co.za](http://www.freemagazines.co.za).

## An Affluent and Educated Readership

You won't find a more captive audience for your marketing campaign than onboard an airplane, at 36,000 feet in the air. A quick look at the statistics that describe those who read in-flight magazines should convince you that INFLIGHT magazine could be vital to your marketing campaign:

- 60 % are men; 40 % women
- 74 % are in the 25-54 age bracket
- 86 % are university-educated
- 56 % hold management positions
- 57 % have incomes of more than R500 000 per annum
- 90% of passengers read the in-flight magazine
- 10% of passengers tuck the in-flight magazine into their briefcases or carry-on bags, to be passed along to friends and relatives
- The average pass-along rate for in-flight magazines is 1:10
- 68% fly for business purposes per annum



## An Extensive Reach

INFLIGHT magazine is placed on-board all FlySafair flights on the first day of each month, with magazines that have been removed or damaged, replenished after each return flight. Each edition of INFLIGHT is available online at [www.freemagazines.co.za](http://www.freemagazines.co.za) and boasts over **15,000 subscribers**.

## About SAFAIR

Few people may realise just how involved Safair has been in the South African commercial aviation sector. As a commercial support partner for most other local airlines, Safair can already boast a history of flying a large percentage of the South African general public. Safair, with close to 50 years of aviation experience, is considered to be one of the foremost aviation service providers in Africa, with an established history of enabling airlines and operators to successfully navigate their business. The company's dedication to excellence has been fostered by their years of expertise and experience in providing aircraft leasing, maintenance, special operations, chartering and training services. Since the early eighties, Safair has also been contracted by the United Nations, the Red Cross, and the World Food Programme to provide flights into the rest of Africa, and many other parts of the world. Safair has a 75% South African shareholding, with the other 25% owned by the Irish ASL Aviation Group.

## TCB Media

TCB Media (Pty) Ltd is a leading publisher of custom media in Africa. Our core business is corporate media, and over the years we have become specialists in in-flight publications. We have a proud record of publishing award-winning magazines for several domestic and international airlines.

## SPECS

Sizes	Trim (Height x Width)	Bleed (Height x Width)	Type (Height x Width)
DPS	220 x 400mm	230 x 410mm	200 x 380mm
Full Page	220 x 200mm	230 x 210mm	200 x 180mm
Half Page Vertical	220 x 100mm	230 x 110mm	200 x 90mm
Half Page Horizontal	110 x 200mm	120 x 210mm	90 x 190mm

## RATES

		-5%	-10%	-15%
	1 Insertion	2 - 3 Insertions	4-6 Insertions	7+ Insertions
Full Page (FP)	R 33,950	R 32,333	R 30,864	R 29,522
Double Page Spread (DPS)	R 56,583	R 53,889	R 51,439	R 49,203
Half Page (HP)	R 19,521	R 18,592	R 17,747	R 16,975
PRIME PAGES				
Inside Front DPS	R 65,071	R 61,972	R 59,155	R 56,583
Upfront DPS	R 62,242	R 59,278	R 56,583	R 54,123
Page Next to Contents/Editor	R 37,345	R 35,567	R 33,950	R 32,474
Inside Back Cover	R 37,345	R 35,567	R 33,950	R 32,474
Outside Back Cover	R 40,740	R 38,800	R 37,036	R 35,426

### Material Requirements

- A fee of R750 per advertisement (incl. three corrections) will be levied for new material designs. Please supply material in print optimised high resolution (300dpi) PDF format with a colour proof\*. All fonts must be embedded. **\*If proof is not supplied, TCB Media cannot be held responsible for colour matching in the final product.** PLEASE NOTE: Advertising material may not contain logos, references or images pertaining to competitor airlines or brands.

## Deadline DATES 2020

Issue	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Editorial	27 Feb	30 Mar	27 Apr	28 May	26 Jun	29 Jul	27 Aug	25 Sep	27 Oct	23 Nov	14 Dec	27 Jan
Cover	12 Mar	13 Apr	11 May	11 Jun	10 Jul	13 Aug	10 Sep	9 Oct	10 Nov	07 Dec	12 Jan	10 Feb
Material	19 Mar	20 Apr	18 May	18 Jun	17 Jul	19 Aug	17 Sep	16 Oct	17 Nov	14 Dec	19 Jan	17 Feb

## Advertising SALES

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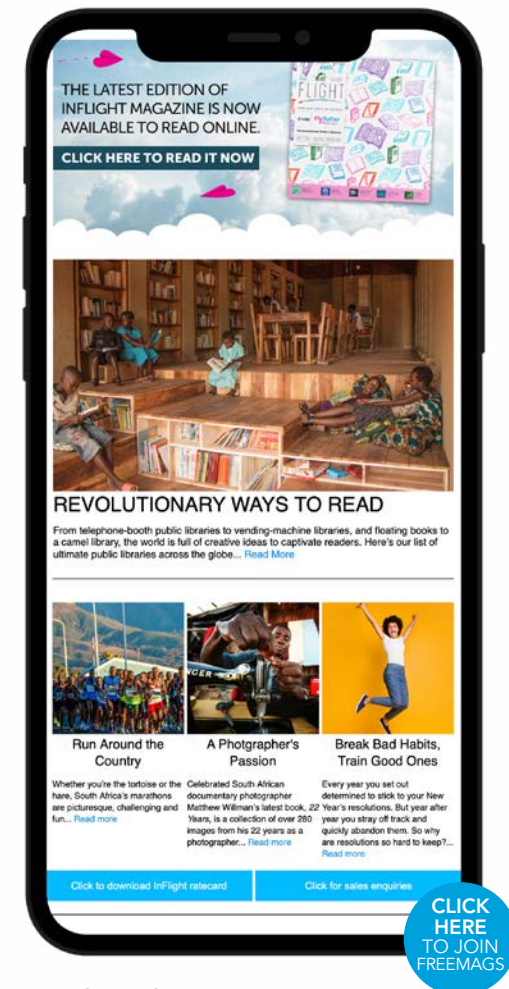
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### INFLIGHT DIGITAL

INFLIGHT 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 INFLIGHT is available online at [www.freemagazines.co.za](http://www.freemagazines.co.za) and boasts over **15,000 monthly subscribers**.



Certificates of Merit: Writing/Editing & Design  
Finalist: Best Cover 2018  
Runner Up: Editor of the Year 2018

