

# S L O W

The lounge for extremely busy people

*"Align your brand with SLOW magazine in order to target the executive leadership and decision makers who drive the South African economy."*

The award-winning SLOW Lounges proudly present SLOW magazine, the title that seeks to inspire, empower and entertain.

## DISTRIBUTION

SLOW magazine, as a complimentary magazine for SLOW guests, is distributed within each of the luxury SLOW Lounges at major airports throughout South Africa, the SLOW XS Lounge at Lanseria, as well as the SLOW in the City Lounge located in the Radisson Blu Gautrain Hotel in Sandton. The magazine is also placed in selected 5-star Hotels and Lodges.

## EDITORIAL TONE

The editorial tone is intelligent, insightful, and thought inspiring. It never begs for attention, but commands it through message and thoughtfulness.

## EDITORIAL CONTENT

The approach to editorial content is defined by a strong emphasis on creating value for the reader. In other words, reading SLOW magazine is considered time well invested.

## READER PROFILE

- LSM 10 High
- Monthly household income: R100,000+
- 58% of readers are between 25 – 50
- Gender split: 53% Male / 47% Female
- Ethnicity: 44% White / 35% Black / 14% Indian / 7% Coloured

## READERSHIP

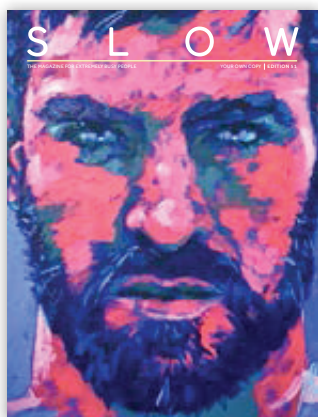
Over 85,000 corporate executives, as well as other business- and leisure travelers, frequent the six SLOW facilities each month: including Johannesburg, Cape Town, Durban, SLOW XS at Lanseria, and SLOW in the City at the Radisson Blu Gautrain Hotel in Sandton. Based on a passalong rate of ten readers per copy, SLOW magazine is the ideal medium to reach this exclusive target audience. SLOW magazine is also available online at [www.freemagazines.co.za](http://www.freemagazines.co.za) where it has over 11,000 monthly subscribers.

## WELCOME TO THE TOP OF THE WEALTH PYRAMID— WELCOME TO SLOW

According to a recent RMRS study:

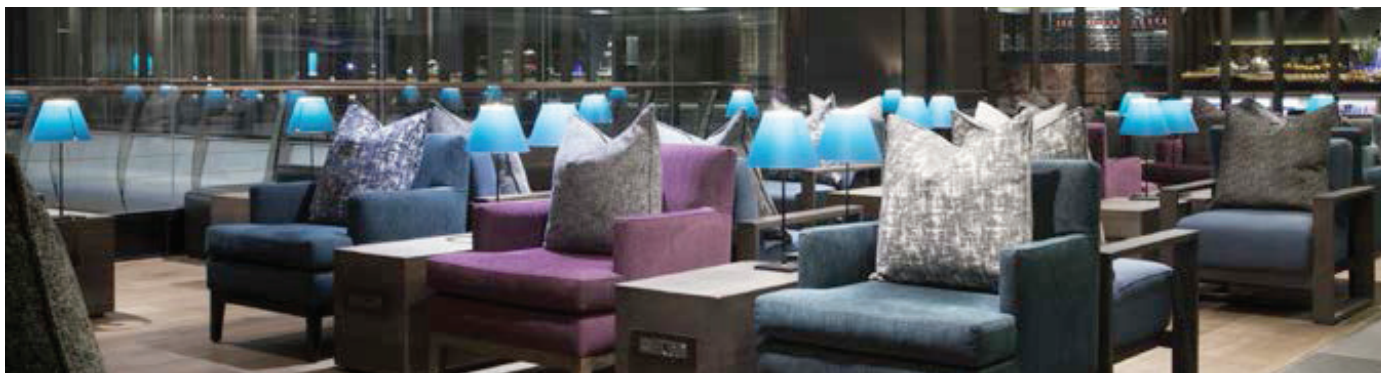
- The very tip of the wealth pyramid consists of some 80,000 individuals with a monthly household income in excess of R100,000.
- Of these 80,000 individuals about 40,000 earn more than R200,000 per month and about 8,000 of them earn more than R500,000 per month.
- The income level of this group has allowed them to accumulate substantial assets:
  - The average value of their fixed property is R6,2m,
  - 42% own more than one residential property (3% own six or more),
  - Their average share portfolio is worth R2,6m.

This is a very powerful and exceptionally elusive group to reach, the Holy Grail for any marketer or advertiser. These are the same individuals who frequent SLOW on a monthly basis. These are the SLOW magazine readers.



## ACCESS TO SLOW IS EXCLUSIVE TO:

- FNB Private Bank clients
- RMB Private Bank clients
- FNB Platinum Card holders
- British Airways Executive Club members
- British Airways First Class and Business Class passengers
- Air France Business Class and First Class passengers



Insertion Rate	1 Insertion	2 – 3 Insertions	4 – 6 Insertions	7+ Insertions
Double Page	R 51,583	R 49,127	R 46,894	R 44,855
Full Page	R 30,950	R 29,476	R 28,136	R 26,913

Prime Pages	1 Insertion	2 – 3 Insertions	4 – 6 Insertions	7+ Insertions
Inside Front DPS	R 59,321	R 56,496	R 53,928	R 51,583
Upfront DPS	R 56,742	R 54,040	R 51,583	R 49,341
Next To Contents	R 34,045	R 32,424	R 30,950	R 29,604
Next To Editor	R 34,045	R 32,424	R 30,950	R 29,604
Inside Back Cover	R 34,045	R 32,424	R 30,950	R 29,604
Outside Back Cover	R 37,140	R 35,371	R 33,764	R 32,296

Deadlines	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Editorial	12 Oct	5 Nov	14 Dec	25 Jan	8 Feb	12 Mar	9 Apr	10 May	11 Jun	10 Jul	8 Aug	12 Sep
Cover	9 Nov	6 Dec	15 Jan	12 Feb	13 Mar	12 Apr	10 May	12 Jun	11 Jul	12 Aug	11 Sep	10 Oct
Material	15 Nov	12 Dec	21 Jan	19 Feb	19 Mar	18 Apr	16 May	18 Jun	17 Jul	16 Aug	17 Sep	16 Oct

Material Specifications	Trim (mm) (h x w)	Bleed (mm) (h x w)	Type (mm) (h x w)
DPS	297 x 440	307 x 450	277 x 420
Full Page	297 x 220	307 x 230	277 x 200

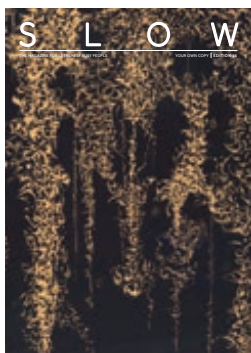
- A fee of R950 per advertisement (incl. three corrections) will be levied for new material designs.  
 - Please supply material in print optimised high resolution (300dpi) PDF format with a colour proof\*. Include bleed as per table and include crop marks. (Please add 5mm offset to prevent colour bars and registration marks in bleed). All fonts must be embedded.  
 \*If proof is not supplied, TCB Media cannot be held responsible for colour matching in the final product.

#### 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.



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 WWW.FREEMAGAZINES.CO.ZA



Certificates of merit: Communication & Design  
 Finalist: Best External Mag category A

#### DIGITAL PLATFORM

**SLOW** magazine extends its reach into the digital realm with a free-to-download application that is suitable for desktop, laptop, tablet or mobile devices. Download and read **SLOW** from [www.freemagazines.co.za](http://www.freemagazines.co.za).

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