

# INFLIGHT MAGAZINE

## RATE CARD | DECEMBER 2020

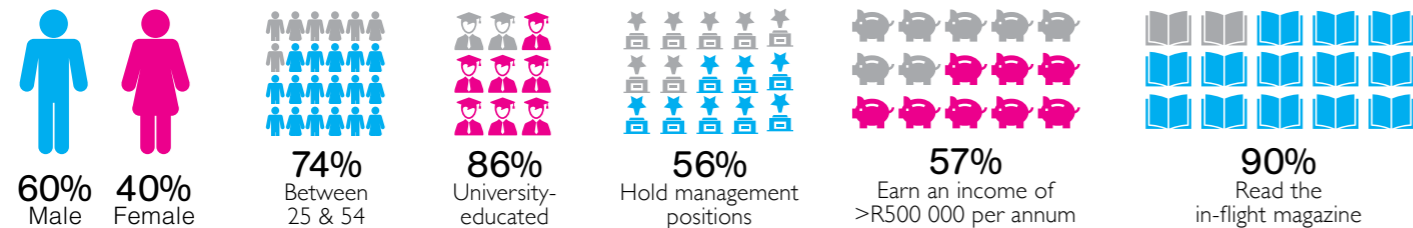
Inflight Magazine is published as the monthly digital in-flight magazine for FlySafair, currently South Africa's largest fully operational carrier.

As an award-winning magazine, InFlight magazine offers intelligent, insightful, and thought inspiring content that does not beg for attention, but commands it, in turn creating value for our readers and advertisers.

Already South Africa's largest domestic carrier, South Africa's most-on-time airline, the official carrier of our World Champion Springboks, FlySafair currently carries passengers between 7 destinations and continues to lead the way into a new future for South African aviation. FlySafair is currently at 95% passenger uptake capacity, currently servicing 7 primary domestic destinations in South Africa, including Johannesburg (O.R. Tambo & Lanseria), Cape Town, Durban, PE, East London and George.

Passenger capacity is at approximately 95% of FlySafair's total capacity of more than 400,000 passengers per month, with current passenger uptake of 378,540 passengers flying in Dec 2020 and 374,265 in Jan 2021 for business and leisure purposes.

### Core FlySafair Audience



### Powerful Digital Distribution

- >350,000 passengers onboard FlySafair
- >20,000 unique digital subscribers
- >100,000 Subscribers have access on Feemagazines.co.za
- >10,000 Subscribers have access on PressReader in SA
- >235,000 FlySafair Facebook followers
- >18,800 FlySafair Instagram followers
- >50,000 FlySafair Twitter followers
- Conveniently register and download
- No Internet connection required once downloaded

### Award-winning Content

- InFlight magazine has been awarded with several industry awards for content and design
- InFlight magazine is the most compelling in-flight magazine in SA

### FlySafair Brand Association

The most on-time airline in the world, two years running  
Widely regarded as the most respected airline brand in SA

## FROM SEAT POCKET TO YOUR POCKET

Weekly InFlight magazine content EDM to unique digital subscribers

Weekly InFlight magazine update on FlySafair Facebook

Weekly InFlight magazine update on FlySafair Twitter

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 link in SMS reminder 5 hours before take-off

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

CLICK HERE TO READ ONLINE



### DECEMBER 2020 EDITION RATES

	Positions	Rate per insertion	Material submission deadline Dec edition
Main Body & Cover	IFC DPS	R32,500	Friday 27 Nov
	2 <sup>nd</sup> IFC DPS	R29,500	
	3 <sup>rd</sup> IFC DPS	R28,800	
	4 <sup>th</sup> IFC DPS	R28,100	
	5 <sup>th</sup> IFC DPS	R27,400	
	FP RHP Next to Contents upfront	R19,500	
	FP RHP Next to Snippets upfront	R19,500	
	FP RHP first 30%	R18,300	
	FP RHP first 50%	R17,500	
	Full Page Ad (no guaranteed position)	R16,600	
Directory	DPS Main Body	R28,200	Monday 23 Nov
	HP Main Body	R9,700	
	IBC	R16,600	
Content Advertising	OBC	R16,600	Monday 23 Nov
	Full Page	R9,200	
	Half Page	R4,900	
Content Advertising	Quarter Page	R2,900	
	FP Editorial Feature	R22,900	
	2 Page Editorial Feature	R32,600	
Content Advertising	Snippet	R5,100	

\*\*\* All rates quoted INCLUDE agency comm and EXCLUDE VAT

### MAGAZINE 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
HPV Main Body	220 x 100mm	230 x 110mm	200 x 90mm
HPH Main Body	110 x 200mm	120 x 210mm	90 x 190mm
FP Directory	185 x 170mm		
HPV Directory	182 x 82 mm		
HPH Directory	90 x 162 mm		
QP Directory	90 x 80 mm		
FP Editorial	300 words + 1 x high res image		
2 Page Editorial	700 words + 2 x high res images		
Snippet	100 words + 1 x high res image		

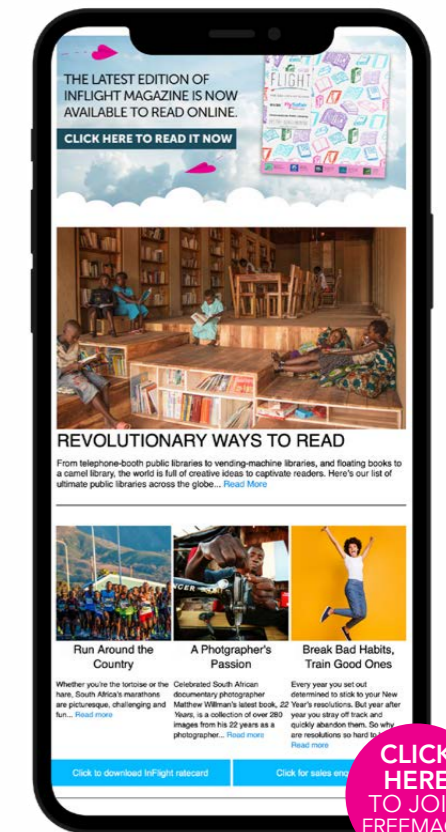


Material submission deadlines December EDM/Newsletter		EDM publish date
Week 1	Dec edition content EDM	Week 1 Dec
Week 2	Dec edition content EDM	Week 2 Dec
Week 3	Dec edition content EDM	Week 3 Dec

### EDM [ELECTRONIC DIGITAL MAILER]

	Audited Unique Digital Subscribers [as at 01 Nov 2020]	In-Line Banner [3 x available per weekly EDM]	Main Bottom Banner [1 x available per weekly EDM]	Button [3 x available per weekly EDM]	Snippet [image / 100 words / url link] [1 x per advertiser]	Advertiser Exclusive EDM [per Advertiser: EDM - 1 per week]
InFlight [FlySafair]	21,439	R3,290	R5,480	R4,290	R6,250	R12,290
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 InFlight 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	200 px width 200 px 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 are hyperlinked to advertiser supplied url landing page/s [advertiser website landing page/s],TCB Media custom designs this/these EDM's on behalf of Advertiser

A 50% upfront payment will be required for placements.  
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.**



### 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

National Sales Manager (Business Development)

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National Sales Manager (Regional & SADC)

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