

PREMIER

Complimentary Magazine for the Discerning Traveller

Rate Card 2019

Premier magazine is the official guest magazine for Bidvest Premier Lounges, the exclusive business lounges located at all major airports in South Africa. State-of-the-art lounge and boardroom facilities for business and leisure travellers who personify the very pinnacle of wealth and influence.



PREMIER AUDIENCE

More than, 130,000 high net-worth individuals visit the Bidvest Premier Lounges 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 is prominently displayed in all Bidvest Premier Lounge facilities across the country, and a copy thereof is made available to each of the more than 130,000 guests upon checking into the lounge. *Premier* also has a reach far beyond the lounges; the online digital version of the magazine currently boasts over 11,000 unique monthly digital subscribers.

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, homes, cars, 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 (Durban)**
- Domestic Departure Lounge
- George**
- Domestic Departure Lounge
- Port Elizabeth**
- Domestic Departure Lounge
- East London**
- Domestic Departure Lounge
- Bloemfontein**
- Domestic Departure Lounge

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 over 11,000 monthly subscribers.

ABOUT US

TCB Media is a leading publisher of custom magazines in the South African travel and leisure market. We have an intimate knowledge of the respective segments of this market and our extensive portfolio includes two in-flight magazines, two business class lounge magazines, as well as several titles published on behalf of a number of blue chip companies. We have also launched *Driven* magazine, a stand-alone title aimed at the executive motoring segment.

ADVERTISING RATES 2019

DESCRIPTION	1 ISSUES RATE PER EDITION	2-3 ISSUES RATE PER EDITION	4-6 ISSUES RATE PER EDITION	7+ ISSUES RATE PER EDITION
Double Page Spread (DPS)	R 51,583	R 49,127	R 46,894	R 44,855
Full Page (FP)	R 30,950	R 29,476	R 28,136	R 26,913
Half Page (HP)	R 17,796	R 16,949	R 16,178	R 15,475

PRIME POSITIONS

DESCRIPTION	1 ISSUES RATE PER EDITION	2-3 ISSUES RATE PER EDITION	4-6 ISSUES RATE PER EDITION	7+ ISSUES RATE PER EDITION
Inside Front Cover (DPS)	R 59,321	R 56,496	R 53,928	R 51,583
Second Inside Front (DPS)	R 56,742	R 54,040	R 51,583	R 49,341
Outside Back Cover (OBC)	R 37,140	R 35,371	R 33,764	R 32,296
Inside Back Cover (IBC)	R 34,045	R 32,424	R 30,950	R 29,604
Page Next To Editor	R 34,045	R 32,424	R 30,950	R 29,604
Page Next To Contents	R 34,045	R 32,424	R 30,950	R 29,604
Front Cover + 3p Feature	R 79,145	-	-	-

* 15% loading for guaranteed positions (except covers) * 7% loading for guaranteed right hand page

* Prices exclude VAT and include agency commission

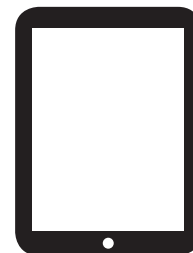
Terms & Conditions

- 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.
- Half page adverts are limited per edition. Placement is at the discretion of the editor.
- 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.

Also available on your favourite platform at www.freemagazines.co.za



Smart Phones



Tablets



Laptops & Desktops

PUBLICATION DATES 2019

ISSUE	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
EDITORIAL DEADLINE	05/11	30/11	11/01	01/02	07/03	05/04	03/05	31/05	05/07	06/08	30/08	04/10	05/11
COVER DEADLINE	15/11	07/12	21/01	15/02	19/03	18/04	20/05	17/06	18/07	19/08	16/09	17/10	18/11
AD MATERIAL DEADLINE	21/11	13/12	28/01	22/02	25/03	24/04	24/05	21/06	24/07	23/08	23/09	23/10	25/11

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
Half Page Vertical (HP)	297 x 100mm	307 x 110mm	277 x 80mm
Half Page Horizontal (HP)	145 x 210mm	155 x 220mm	125 x 190mm

Additional advertising formats available in *Premier* include inserts (of up to three pages), belly bands, gate folds, stitch-ins, bookmarks, and dust covers. Specs and rates on all of these items are available on request.

- 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.

*All information pertaining to lounge visitor and magazine distribution statistics is provided by Bidvest Premier Lounge and its partners. All information is verified and endorsed as accurate by Bidvest Premier Lounge.

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Certificates of Merit: Communication & Design
Finalist: Best External Mag Category B