



SkyNews

2020 RATECARD

September

SkyNews magazine is published as the monthly in-flight magazine for CemAir, currently one of South Africa's fastest-growing airlines. As part of our portfolio of award-winning magazines, SkyNews magazine offers intelligent, insightful, and thought-inspiring content in a clean, sophisticated layout that retains the attention of our readers and, in turn, creates value for our advertisers.

CemAir was the first South African domestic airline to return to the skies on 5 June 2020, and now offers flights between five primary destinations, including Johannesburg, Cape Town, Durban, Bloemfontein, Kimberley and George. Additional destinations will be added to CemAir's scheduled service as soon as more domestic airports are cleared for full operation; including Plettenberg Bay, Richards Bay, Margate, Hoedspruit, Sishen, as well as several regional routes.

Initial passenger capacity is approximately 50% of CemAir's total capacity of more than 100,000 passengers per month, thus allowing for over 50,000 passengers to resume flights during this initial take-off period.

Powerful Digital Distribution

- >50,000 passengers onboard CemAir
- >14,000 unique digital subscribers
- >10,000 Readers use PressReader in SA
- >9,000 CemAir Facebook followers
- >7,700 CemAir Twitter followers
- Conveniently register and download
- No Internet connection required once downloaded

Award-winning Content

TCB Media has published more in-flight magazines than any other publisher in the Southern Hemisphere, and our in-flight magazines have received several industry awards for content and design.

Core CemAir Audience

- 55% Male / 45% Female
- 75% between 25 and 60 years of age
- 86% are university-educated
- 58% hold management positions
- 60% earn an income of >R500,000 p/a

FROM SEAT POCKET TO YOUR POCKET

Multiple Activations for Reader Convenience

- + SkyNews magazine link embedded on CemAir website
- + SkyNews magazine link embedded in CemAir marketing emails
- + Weekly SkyNews magazine content EDM to unique digital subscribers
- + SkyNews magazine link embedded in CemAir passenger confirmation emails
- + Weekly SkyNews magazine update on CemAir Facebook
- + Weekly SkyNews magazine update on CemAir Twitter
- + Table Talker QR code access and easy-download to Freemagazines & PressReader platforms Weekly SkyNews magazine update on CemAir Instagram



SkyNews Sep 2020 EDITION RATES

	Positions	Rate per insertion	Material submission deadline Sept edition
Main Body & Cover	IFC DPS	R19,120	Friday 28 Aug
	2 nd IFC DPS	R17,380	
	3 rd IFC DPS	R16,960	
	4 th IFC DPS	R16,540	
	5 th IFC DPS	R16,140	
	FP RHP Next to Contents upfront	R14,670	
	FP RHP Next to Snippets upfront	R13,340	
	FP RHP first 30%	R10,980	
	FP RHP first 50%	R10,470	
	Full Page Ad (no guaranteed position)	R9,980	
	DPS Main Body	R16,140	
Directory	HP Main Body	R5,740	Monday 24 Aug
	IBC	R9,980	
	OBC	R9,980	
Content Advertising	Full Page	R5,690	Monday 24 Aug
	Half Page	R3,270	
	Quarter Page	R1,870	
Content Advertising	FP Editorial Feature	R12,970	Monday 24 Aug
	2 Page Editorial Feature	R21,620	
	Snippet	R2,950	

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

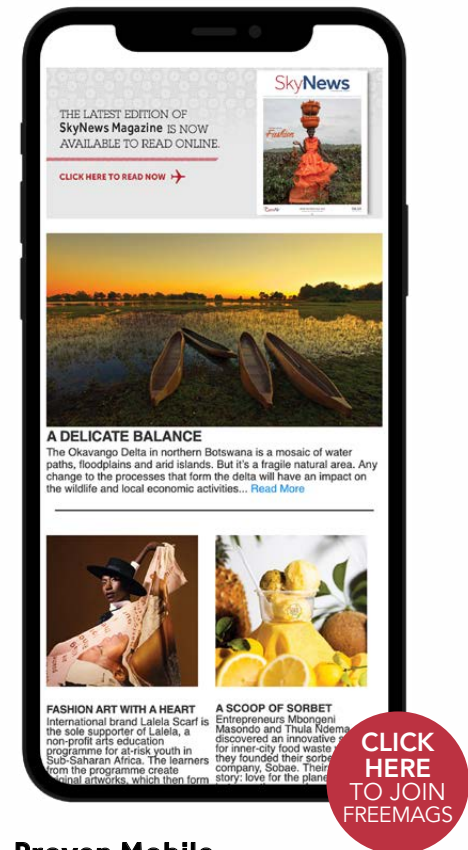
Material Specs

Sizes	Trim (H x W)	Bleed (H x W)	Type (H x W)
DPS	275 x 420mm	285 x 430mm	255 x 400mm
Full Page	275 x 210mm	285 x 220mm	255 x 190mm
Half Page Vertical	275 x 105mm	280 x 110mm	265 x 95mm
Half Page Horizontal	137 x 210mm	142 x 215mm	130 x 200mm
Directory Quarter Page	114 x 83mm		
Directory HP Vertical	232 x 83mm		
Directory HP Horizontal	114 x 184mm		

Material submission deadlines September EDM			EDM publish date
Week 1	Sep edition content EDM	Tue 01 Sep	Mon 31 Aug
Week 2	Sep edition content EDM	Tue 08 Sep	Fri 04 Sep
Week 3	Sep edition content EDM	Tue 15 Sep	Fri 11 Sep
Week 4	Oct edition Teaser EDM	Tue 22 Sep	Fri 18 Sep

EDM [ELECTRONIC DIGITAL MAILER]	Audited Unique Digital Subscribers [as at APR 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]
SKYNEWS [CEMAIR]	14,254	R2,980	R4,980	R2,980	R5,280	R8,980
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	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 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

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

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