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# PREMIER

## RATE CARD | 2020

### COMPLIMENTARY MAGAZINE FOR THE DISCERNING TRAVELLER

Premier magazine is the official guest magazine for Bidvest Premier Lounges, the exclusive business lounges located at all major airports within 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 reach far beyond the lounges; the online digital version of the magazine currently boasts close to 15,000 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, property, motoring, 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

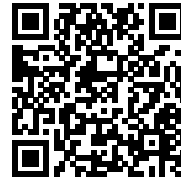
**King Shaka International**  
Domestic Departure Lounge

**George**  
Domestic Departure Lounge

**Port Elizabeth**  
Domestic Departure Lounge

**East London**  
Domestic Departure Lounge

**Bloemfontein**  
Domestic Departure Lounge



### READING ON THE GO? TAKE PREMIER ON YOUR JOURNEY!

To read the digital edition of Premier Magazine whenever, wherever, scan the QR code - it's easy, free and convenient.  
#Premiermagazine

## 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

## ADVERTISING RATES 2020

DESCRIPTION	1 ISSUE RATE/EDITION	2-3 ISSUES RATE/EDITION	4-6 ISSUES RATE/EDITION	7+ ISSUES RATE/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

## PRIME POSITIONS

DESCRIPTION	1 ISSUE RATE/EDITION	2-3 ISSUES RATE/EDITION	4-6 ISSUES RATE/EDITION	7+ ISSUES RATE/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

### COVER + FEATURE OPPORTUNITIES

Cover Package [Main Cover Image + tagline + 2 page Editorial feature]	R 60,980	-	-	-
Cover Mention + 2 page editorial feature	R 55,980	-	-	-
Contents Page Feature of the Month Short + 2 page Editorial feature	R 50,980	-	-	-

\* 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.
- 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.

## PUBLICATION DATES 2020

ISSUE	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
EDITORIAL	3 Mar	2 Apr	4 May	2 Jun	3 Jul	3 Aug	2 Sep	1 Oct	2 Nov	26 Nov	21 Dec	1 Feb
COVER	17 Mar	16 Apr	18 May	16 Jun	17 Jul	17 Aug	16 Sep	15 Oct	16 Nov	10 Dec	15 Jan	15 Feb
AD MATERIAL	24 Mar	23 Apr	25 May	23 Jun	24 Jul	24 Aug	23 Sep	22 Oct	23 Nov	17 Dec	22 Jan	22 Feb

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#### Advertising Sales

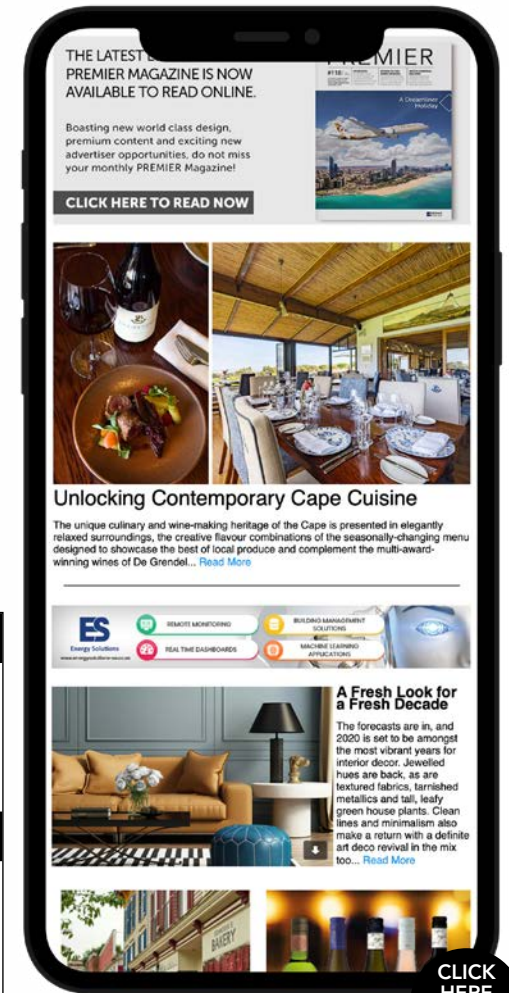
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#### PREMIER DIGITAL

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](http://www.freemagazines.co.za) and boasts close to 15,000 unique monthly digital subscribers.

## ADVERTISING SALES

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



ABC Q4 2019 Circ: 17,621  
Unique Digital Subscribers [Jan 2020]: 14,871