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INDWE

2020 RATECARD

The magazine

INDWE is the exclusive monthly in-flight magazine for SA Express. With a clean, sophisticated layout and astute editorial copy, INDWE provides readers and advertisers with a superlative publication.

There is no more captive and audience than inside an airplane at 36,000 feet. SA Express proudly carries more than 75,000 passengers per month between multiple regional and domestic destinations.

A Thorough Distribution INDWE is placed onboard all SA Express flights on the first day of each month, with magazines that have been removed or damaged replenished after each return flight. Each edition of INDWE is available online at www.freemagazines.co.za and already has close to **15,000** subscribers.

profiles INDWE features prominent local or international celebrities, business people or remarkable public figures on a regular basis.

exclusive accommodation Southern Africa has an abundance of guesthouses, hotels, spas and safari lodges on offer, catering for the sophisticated local and international tourist. In this section, INDWE explores the country's exclusive selection of elite establishments.

technology / business The well-informed articles in this section take a look at current trends in the technological, business, finance, investment and property industries, as supplied by specialists in the relevant fields.

motoring From exciting new vehicles on the market to Car of the Year Finalists, INDWE'S motoring section brings its readers all the facts and opinions from experts in the industry.

travel From extreme exploits in the Eastern Cape to game viewing in Hoedspruit and ocean adventures in Namibia, this section of the magazine offers diverse angles on travel opportunities both locally and internationally, with a specific focus on the destinations that SA Express visits.

Reader Demographics

70% business travellers
30% leisure travellers
71% male
29% female

60% of male travellers take more than 10 trips per annum
LSM 9-10

SA Express Destinations

Bloemfontein	Johannesburg	Mthatha
Cape Town	Kimberley	East London
Durban	Lubumbashi	Bulawayo
Gaborone	Port Elizabeth	
Hoedspruit	Walvis Bay	



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

Material Requirements

- 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.

Advertising Rates

Insertion	Rate	(-5%) Editions	(- 7.5%) 6 Editions	(- 10%) 7+ Editions
Double Page Spread (DPS)	R51,583	R49,127	R46,894	R44,855
Full Page (FP)	R30,950	R29,476	R28,136	R26,913
Half Page (HP)	R17,796	R16,949	R16,178	R15,475
Advertorial / Editorial (FP)	R43,990			
Advertorial / Editorial (DPS)	R59,990			

PRIME POSITIONS

Inside Front DPS	R59,321	R56,496	R53,928	R51,583
Upfront DPS	R56,742	R54,040	R51,583	R49,341
Outside Back Cover	R37,140	R35,371	R33,764	R32,296
Inside Back Cover	R34,045	R32,424	R30,950	R29,604
Page next to Editor/Contents	R34,045	R32,424	R30,950	R29,604

Publication Dates 2020

Issue Date	Editorial	Cover	Material
April	02 Mar	16 Mar	23 Mar
May	02 Apr	16 Apr	23 Apr
June	27 Apr	11 May	18 May
July	28 May	11 Jun	18 Jun
August	26 Jun	10 Jul	17 Jul
September	29 Jul	13 Aug	19 Aug
October	27 Aug	10 Sep	17 Sep
November	25 Sep	09 Oct	16 Oct
December	27 Oct	10 Nov	17 Nov
January 2021	23 Nov	07 Dec	14 Dec
February 2021	14 Dec	12 Jan	19 Jan
March 2021	27 Jan	10 Feb	17 Feb

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.

PLEASE NOTE:

Advertising material may not contain logos, references or images pertaining to competitor airlines or brands.

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INDWE DIGITAL

INDWE 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 INDWE is available online at www.freemagazines.co.za and boasts close to 15,000 monthly subscribers.

ADVERTISING SALES

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For Print: **CLICK TO EMAIL**



winner

Certificates of merit: Communication & Design
Runner Up: Best Cover of the Year 2018
Runner Up: Best Editor of the Year 2018



ABC Q4 2019 Circ: 16,972
Unique Digital Subscribers [Jan 2020]: 14,775