

# INFLIGHT MAGAZINE

## PRINT & DIGITAL RATE CARD 2025

Embark on a Journey with INFLIGHT Magazine  
Elevate Your Brand to New Horizons in 2025!

Welcome aboard INFLIGHT Magazine, the official magazine of FlySafair, South Africa's leading carrier. Published monthly in both print and digital format, this award-winning magazine is not merely a publication; it's a multi-platform experience that captivates and commands attention, ensuring great value for both readers and advertisers alike.

### WHY ADVERTISE WITH INFLIGHT MAGAZINE?

#### Unrivaled Exposure:

Reach a vast potential audience of over 780,000 passengers per month, via the various multi-platform print & digital touchpoints outlined below. Position your brand alongside the world's most punctual low-cost airline, gaining visibility with travelers who value efficiency and reliability.

#### Award-Winning Excellence:

Join a legacy of excellence with INFLIGHT Magazine's award-winning content that seamlessly blends intelligent, insightful, and thought-inspiring narratives. Benefit from content that not only attracts attention but retains it, creating a unique and lasting connection with this lucrative audience.

#### Expanding Horizons:

Stay ahead as FlySafair expands its route network with new destinations on the horizon. Leverage FlySafair's partnership with Bidvest Premier Lounges, extending your reach to an even broader, elite and targeted readership.

#### Championing Success:

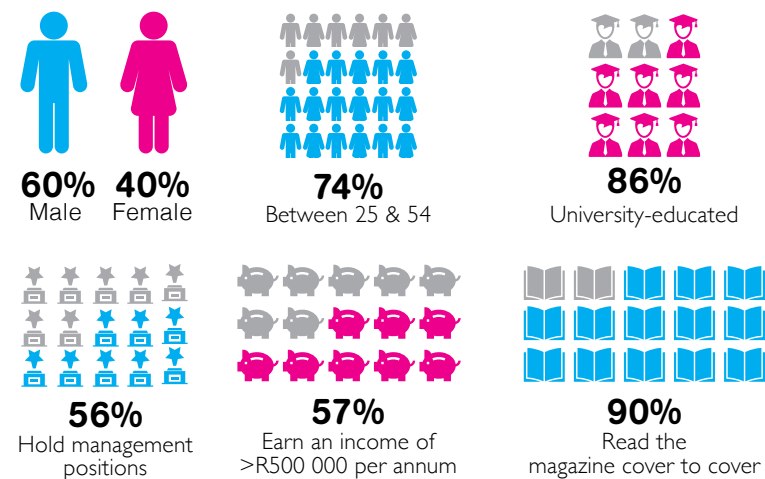
Align your brand with the official carrier of the World Champion Springboks, reinforcing your association with success and achievement. Be part of the journey as FlySafair, the largest carrier in South Africa, continues to make headlines in the aviation industry. Position your brand at the forefront of the aviation experience, and let your brand soar to new heights.

### Powerful Digital Distribution

[figures are as at Jan 2025]

>800,000 monthly passengers onboard FlySafair
>Printed magazines distributed at FlySafair check-in counters
>59,800 unique digital magazine subscribers
>198,500 average magazine interactive pdf downloads
* Conveniently register and download
* No Internet connection required once downloaded
>179,000 Newsletter sends per month
>155,000 freemagazines.co.za subscribers have access
>10,000 subscribers have access on PressReader in SA
>498,000 FlySafair Facebook Followers
>243,000 FlySafair Instagram Followers
>188,900 FlySafair X Followers
>151,000 FlySafair LinkedIn Followers
** INFLIGHT Magazine is accessible via FlySafair Marketing Emails
** INFLIGHT Magazine is accessible on the FlySafair App
** INFLIGHT Magazine is accessible on FlySafair Website

### Core FlySafair Audience



CLICK HERE TO READ ONLINE



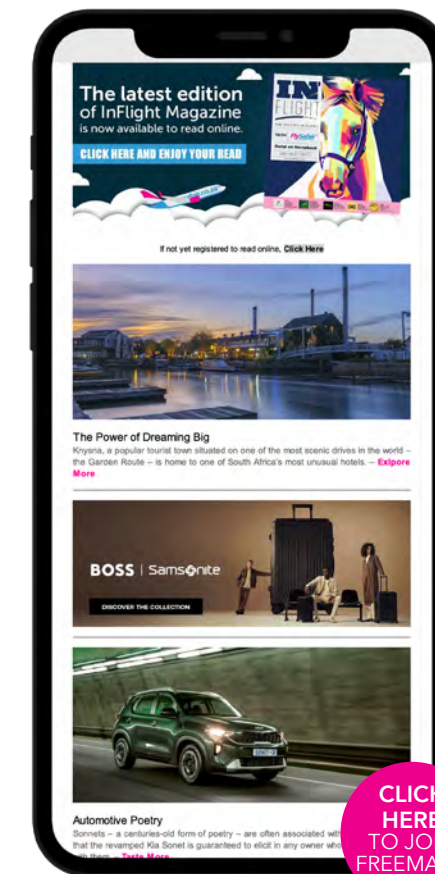
### Current Routes

- Johannesburg (O.R.Tambo & Lanseria), Cape Town, Durban, Gqeberha, East London, George and Bloemfontein
- KMTA (Kruger Mpumalanga International Airport)
- Mauritius
- Mozambique (Maputo)
- Namibia (Windhoek)
- Zanzibar
- Zambia (Livingstone, Lusaka)
- Zimbabwe (Harare, Victoria Falls)



### ADVERTISING RATES

Printed Magazine		Digimag [Digital Only]	
<small>[Please Note: there are limited available advertising pages per printed edition - early booking is highly recommended]</small>		<small>* Prime Positions subject to availability at time of booking</small>	
<b>Main Body Advertisements / Advertorials</b>			
Position	Print & Digital Rate per Edition	Position	Digital Only [Digimag] Rate per Edition
<b>PRIME POSITIONS - MAIN BODY</b>			
IFC DPS	R68,350	IFC DPS	R65,100
2 <sup>nd</sup> IFC DPS	R64,990	2 <sup>nd</sup> IFC DPS	R61,900
3 <sup>rd</sup> IFC DPS	R61,850	3 <sup>rd</sup> IFC DPS	R58,900
RHP Next to Contents 1 or 2 upfront	R46,100	RHP Next to Contents 1 or 2 upfront	R43,900
RHP Next to Editors Letter upfront	R42,950	RHP Next to Editors Letter upfront	R40,900
FP RHP Next to Inflight Loves, Out & About or Totally Tasty Snippet pages upfront	R38,750	FP RHP Next to Inflight Loves, Out & About or Totally Tasty Snippet pages upfront	R36,900
FP RHP with Gadget Guru Snippet Page	R37,700	FP RHP with Gadget Guru Snippet Page	R35,900
FP RHP with Reel Time Snippet Page	R37,700	FP RHP with Reel Time Snippet Page	R35,900
IBC [Inside Back Cover]	R46,100	IBC [Inside Back Cover]	R43,900
OBC [On Back Cover]	R50,300	OBC [On Back Cover]	R47,900
<b>OTHER - MAIN BODY</b>			
FP RHP/LHP Main Body [no guarantee on upfront positioning or with any features]	R33,950	FP RHP/LHP Main Body [no guarantee on upfront positioning]	R30,950
DPS Main Body	R59,750	DPS Main Body	R56,900
HP Main Body [only 2 x permitted per edition]	R20,890	HP Main Body	Not available in Digital Only format
<b>Editorial Features [Advertiser supplies text &amp; image/s. No logo's permitted in Editorial Features]</b>			
Print & Digital		Digimag [Digital Only]	
Full Page Editorial Feature	R46,100	Full Page Editorial Feature	R43,900
2 Page Editorial Feature	R83,900	2 Page Editorial/Digital	R79,900
Snippet	R13,500	Snippet	R12,900
<b>Directory Section Advertisements [print ready material supplied by advertiser]</b>			
Print & Digital		Digimag [Digital Only]	
		<small>[subject to availability in the digital only edition]</small>	
Full Page	R20,800	Full Page	R19,900
Half Page Horizontal	R9,350	Half Page Horizontal	R8,900
Half Page Vertical	R9,350	Half Page Vertical	R8,900
Quarter Page	R5,150	Quarter Page	R4,900
<b>Newsletters EDMs [Electronic Digital Mailers]</b>	<b>Per Newsletter</b>	<b>Website Online Advertising</b>	<b>Per Month</b>
In-Line Slim Banner	R4,400	Subscription Landing Page	R23,100
High Impact Banner	R7,140	High Impact Banner [static] + Subs confirmation e-mailer High Impact Banner [hyperlinked]	
Content Snippet	R8,290	Digimag edition Website Landing Page Exclusive High Impact Banner	
Video	R8,290	Digimag edition Website Landing Page Exclusive Video	R18,800
Advertiser Exclusive Newsletter	R19,900	Digimag edition Website Landing Page Exclusive Video	R18,800
<b>Social Media Platforms</b>	<b>Per Platform [Organic Post]</b>	<b>** PLEASE NOTE:</b> All Rates Quoted Exclude VAT <b>Limited number of Ad pages available in the Main Body per printed edition</b> Certain Positions/Adv Elements are subject to availability at time of Booking Ad Design Fee : R750 per advertisement (incl. three corrections) for new material designs. <b>Please Note : Advertising material or Advertiser Editorial Features may not contain logos, references or images pertaining to competitor airlines or brands</b>	
Facebook	R380		
Instagram	R380		
LinkedIn	R380		



CLICK HERE TO JOIN FREEMAGS

### 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

Director Sales | Development | Operations

Chantal Barton  
chantal@tcbmedia.co.za  
+27 79 626 0782

CLICK TO EMAIL

Media Traffic  
material@tcbmedia.co.za

CLICK TO EMAIL

Accounts  
accounts@tcbmedia.co.za

CLICK TO EMAIL

### FROM SEAT POCKET TO YOUR POCKET

Weekly InFlight magazine Newsletters to unique digital subscribers

Link to download Digital Magazine is available on the FlySafair App

Weekly InFlight magazine update on FlySafair Facebook

Weekly InFlight magazine update on FlySafair X

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

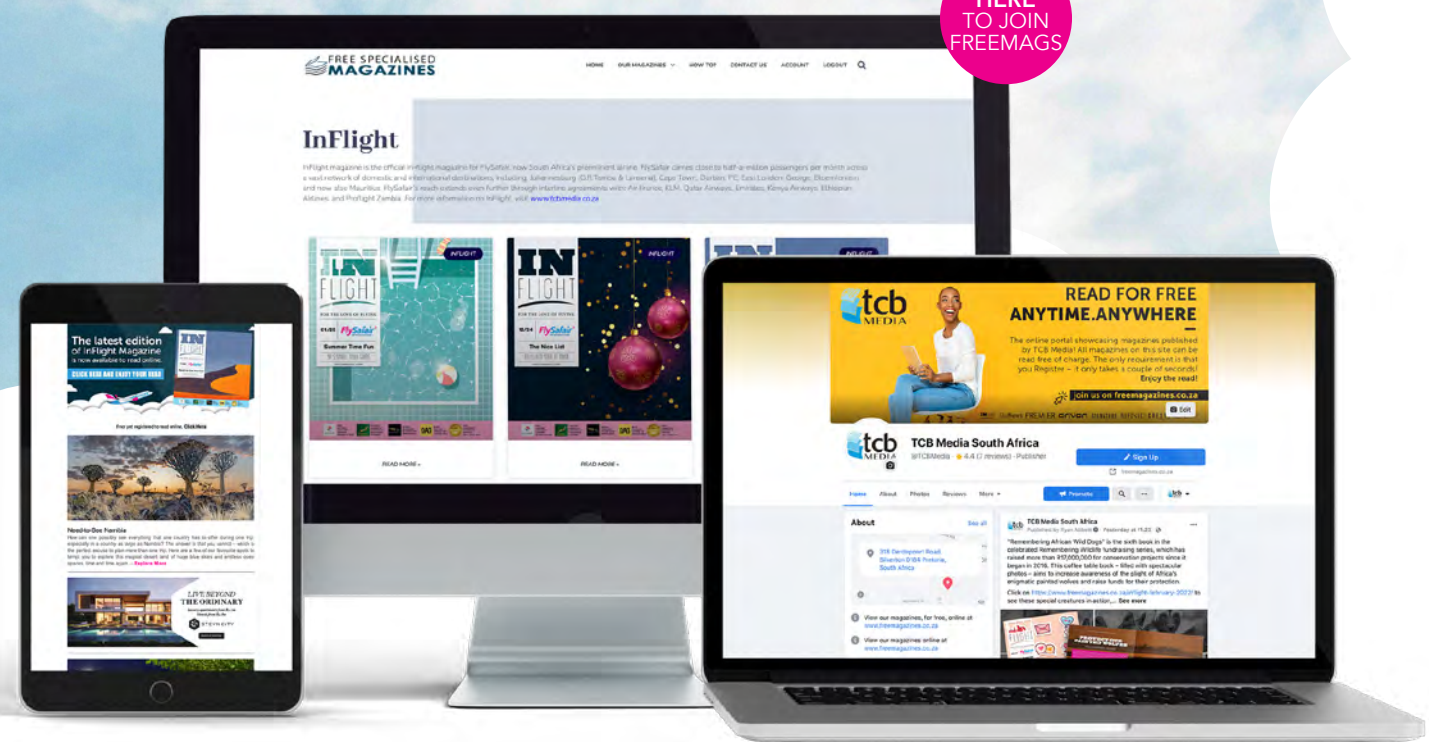
Inflight link in QR code on stickers onboard all FlySafair flights above passenger seats

InFlight link in SMS reminder 5 hours before take-off

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



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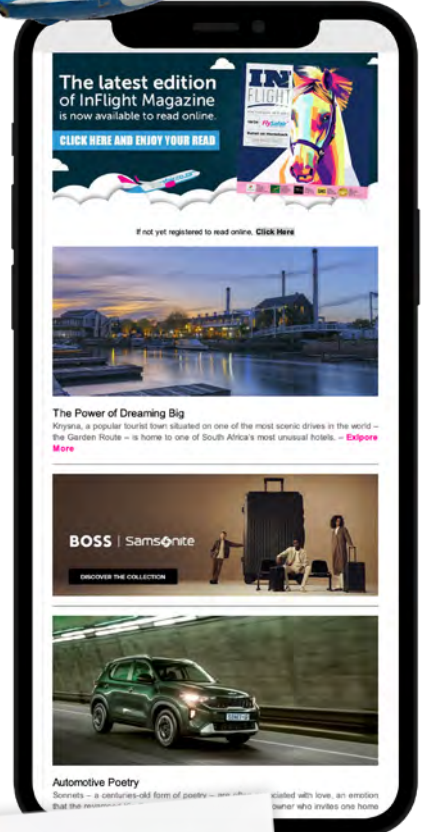
### PRINT MATERIAL SPECIFICATIONS

Sizes	Trim (Width x Height)	Bleed (Width x Height)	Type (Width x Height)
<b>Main Body Advertisements / Advertorials</b> [print ready material supplied by advertiser]			
Full Page	200 x 220	210 x 230	180 x 200
Half Page Horizontal	200 x 110	210 x 120	190 x 90
Half Page Vertical	100 x 220	110 x 230	90 x 200
DPS	400 x 220	410 x 230	380 x 200
<b>Directory Section Advertisements</b> [print ready material supplied by advertiser]			
Full Page	170 x 185		
Half Page Horizontal	162 x 90		
Half Page Vertical	82 x 182		
Quarter Page	80 x 90		
<b>Editorial Features</b> [advertiser supplies text and image/s]			
Full Page	300 words + 1 x high res image		
2-Page	600 words + 2 x high res images		
Snippet	80 words + 1 x high res image		

**\*\*Please supply material in print optimised high resolution (300dpi) PDF format with a colour proof.**  
 All fonts must be embedded.  
 Include bleed as per table and include crop marks. (Add 5mm offset to prevent colour bars and registration marks in bleed).

### DIGITAL MATERIAL SPECIFICATIONS

Digital Material Specifications [for Digital Only advertising]		
Full Page	220 x 200	mm [h x w]
DPS	220 x 400	mm [h x w]



### DIGITAL MATERIAL SPECIFICATIONS - continued

Newsletters/EDMs	In-Line Banner	High Impact Banner	Main Bottom Banner	Content Snippet	Video	AE EDM [Advertiser Exclusive Newsletter]
[Electronic Digital Mailers] static/gif	800 px Width 120 px Height url/UTM link	800 px Width 300 px Height url/UTM link	800 px Width 300 px Height url/UTM link	80 words 1 x high res image url/UTM link	Must be YouTube or Vimeo link	We custom design this Newsletter on behalf of advertiser [all content is exclusive to advertiser]
Availability per Newsletter	3	3	1	2	1	1 per month

\*We publish x 3 Newsletters per edition/month [Week 1, Week 2 & Week 3]

Website/Online Advertising Options	Material Specs	Availability per Month
Subscription Landing Page High Impact Banner [Static] + Subscription confirmation emailer High Impact Banner [hyperlinked to advertiser website or through url/UTM link supplied by advertiser]	800px [w] x 300px [h]	x 1 Advertiser
Digimag Edition [freemagazines.co.za] Online Landing Page Exclusive Banner [hyperlinked to advertiser website via url/UTM link supplied by advertiser]	800px [w] x 120px [h]	x 1 Advertiser
Digimag Edition [freemagazines.co.za] Online Landing Page Exclusive Banner [hyperlinked to advertiser website via url/UTM link supplied by advertiser]	Must be YouTube or Vimeo link	x 1 Advertiser

### Social Media Advertising Options

TCB Media [FB, IG & LJ] [Organic]	Please request material requirements from your AM
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### MATERIAL SUBMISSION DEADLINES

Print Submission	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026
Editorial Features	Fri 10 Jan	Fri 7 Feb	Fri 7 Mar	Fri 4 Apr	Fri 9 May	Fri 6 Jun	Fri 4 Jul	Fri 1 Aug	Fri 5 Sep	Fri 3 Oct	Fri 7 Nov	Fri 5 Dec
Cover Material	Fri 10 Jan	Fri 14 Feb	Fri 14 Mar	Mon 14 Apr	Wed 14 May	Fri 13 Jun	Mon 14 Jul	Wed 13 Aug	Fri 12 Sep	Fri 10 Oct	Fri 7 Nov	Fri 12 Dec
Ad Material	Fri 17 Jan	Tue 18 Feb	Tue 18 Mar	Fri 18 Apr	Mon 19 May	Fri 20 Jun	Fri 18 Jul	Mon 18 Aug	Fri 19 Sep	Fri 17 Oct	Tue 18 Nov	Wed 17 Dec
Digimag [Digital Only]	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026
Editorial Features	Fri 24 Jan	Fri 23 Feb	Fri 21 Mar	Mon 21 Apr	Fri 24 May	Mon 23 Jun	Wed 23 Jul	Thu 21 Aug	Mon 22 Sep	Wed 22 Oct	Thu 20 Nov	Fri 12 Dec
Ad Material	Tue 28 Jan	Tue 27 Feb	Tue 25 Mar	Fri 25 Apr	Mon 27 May	Wed 25 Jun	Fri 25 Jul	Wed 27 Aug	Thu 25 Sep	Tue 28 Oct	Wed 26 Nov	Fri 19 Dec

Media Traffic Contact: material@tcbmedia.co.za

