



# SkyNews

## 2025 RATECARD

Elevate Your Brand in 2025!

Unlock unparalleled advertising opportunities with SKYNEWS, the premium monthly in-flight magazine for CemAir, currently South Africa's third-largest domestic carrier. As CemAir expands its wings, connecting 12 domestic and 7 regional destinations with plans for additional routes in 2025, your brand can soar to new heights by aligning with this esteemed title, available monthly in both print and digital format.

### WHY ADVERTISE WITH SKYNEWS?

#### Extensive Reach

Connect with a vast audience, reaching over 120,000 passengers per month. Tap into CemAir's expansive route network, reaching both domestic and regional travellers, as well as international travellers via interline agreements with industry giants like Emirates, Qatar Airways, and more.

#### Strategic Partnerships

Leverage CemAir's cooperation agreement with SAA, providing a seamless check-in experience for passengers. Align your brand with excellence by partnering with South Africa's aviation leaders.

#### Award-Winning Content

Join the ranks of our distinguished advertisers by featuring in TCB Media's award-winning portfolio. Immerse your brand in intelligent, insightful, and thought-inspiring content that captivates our sophisticated readers.

#### Multichannel Exposure

Maximise your brand's visibility with printed copies on every CemAir flight and via digital distribution to over 19,500 unique digital subscribers monthly. Engage with our audience both in the air and online, leveraging the power of a multi-platform strategy. Elevate your brand's visibility and connect with an exclusive and targeted audience.

### Powerful Distribution [as at Jan 2025]

> Printed Magazines distributed onboard all flights
> 120,000 passengers per month
> 19,500 Digital Magazine Subscribers
> 58,530 monthly Newsletter Sends
> 39,860 average Magazine pdf *downloads
* Conveniently register and download
* No Internet connection required once downloaded
> 155,000 freemagazines.co.za subscribers have access
> 10,000 subscribers have access on PressReader in SA
> 39,000 Cemair Facebook Followers
> 13,700 Cemair Instagram Followers
> 8,160 Cemair X Followers
> 18,000 LinkedIn Followers
** Accessible on FlyCemair Website

### 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.

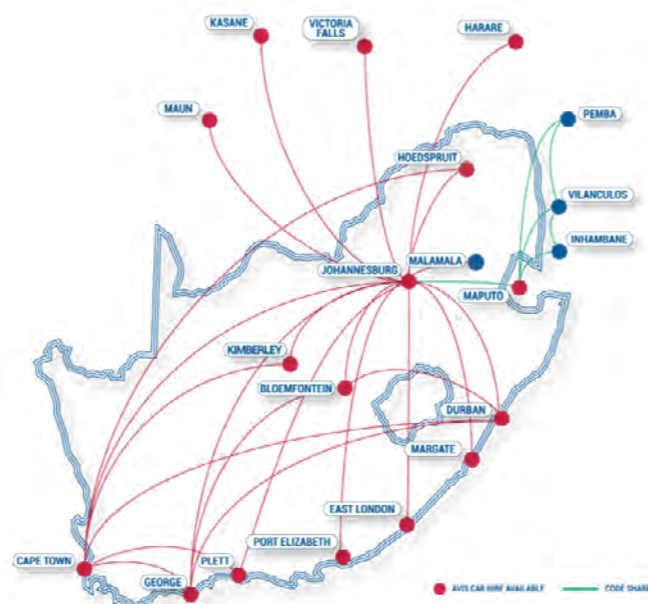
### Core CemAir Audience

- 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



### Multiple Activations for Reader Convenience

- + Printed copies are placed in back seat pockets onboard and are available to read in-flight
- + In-flight passenger seat tray table stickers with a QR code access and easy download to Freemagazines & PressReader platforms
- + Access to SkyNews magazine available on Cemair Website
- + Access to SkyNews magazine available in Cemair marketing Emails
- + Weekly SkyNews magazine Newsletters sent to unique digital subscribers
- + Access to SkyNews magazine in Cemair passenger booking confirmation emails
- + SkyNews magazine content updates on Cemair Facebook, Twitter and Instagram
- + Table Talker QR code access and easy-download to Freemagazines & PressReader platforms



### 2025 ADVERTISING RATES

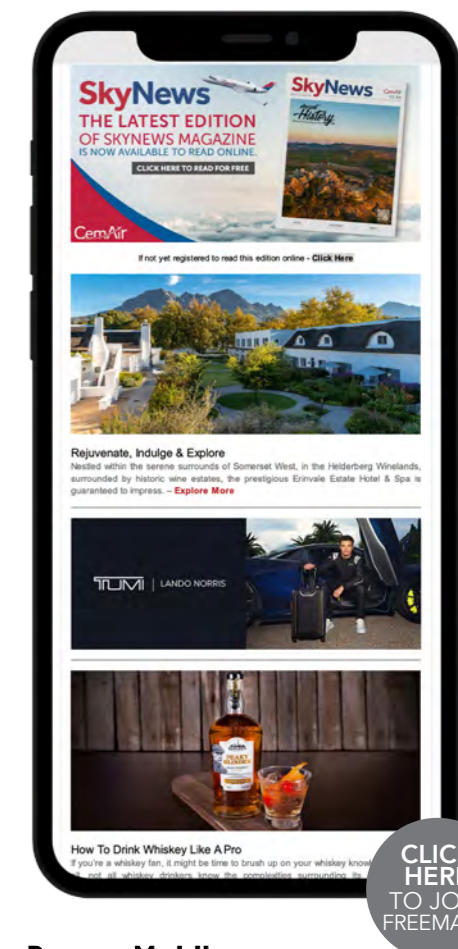
Print & Digital Magazine		Digimag [Digital Only]	
		* Prime positions subject to availability at time of booking	
<b>Main Body Advertisements / Advertorials</b> [print ready material supplied by advertiser]			
Position	Print & Digital Rate per Edition	Position	Digital Only Rate per Edition
<b>PRIME POSITIONS</b>			
IFC DPS	R64,900	IFC DPS	R40,250
2nd IFC DPS	R61,700	2nd IFC DPS	R38,220
3rd IFC DPS	R58,300	3rd IFC DPS	R36,080
RHP Next to Contents	R39,600	RHP Next to Contents upfront	R24,500
RHP Next to Eds Letter	R 36,900	RHP Next to Eds Letter	R 22,880
RHP Next to Snippets upfront	R34,100	RHP Next to Snippets upfront	R21,125
FP RHP first 50%	R32,900	FP RHP first 50%	R20,410
IBC	R39,600	IBC	R24,510
OBC	R44,000	OBC	R27,240
<b>OTHER</b>			
FP [no guaranteed position]	R30,900	FP [no guaranteed position]	R19,240
DPS Main Body	R51,700	DPS Main Body	R32,000
HP Main Body	R18,700	HP Main Body	Not available in digital only

Print & Digital		Digimag [Digital Only]	
<b>Directory Section Advertisements</b> [print ready material supplied by advertiser]			
Full Page	R18,700	Full Page	R10,985
Half Page Horizontal	R7,600	Half Page Horizontal	R4,485
Half Page Vertical	R7,600	Half Page Vertical	R4,485
Quarter Page	R4,300	Quarter Page	R2,535

Print & Digital		Digimag [Digital Only]	
<b>Editorial Features</b> [advertiser supplies text and image/s]			
FP Editorial Feature	R40,700	FP Editorial /Digital	R25,190
2-Page Editorial Feature	R72,800	2-Page Editorial/Digital	R45,045
Snippet	R12,100	Snippet	R7,445

Newsletters EDMs [Electronic Digital Mailers]	Per Newsletter	Website Online Advertising	Per Month
Slim-Line Banner	R3,500	Subscription Landing Page High Impact Banner [static] + Subs confirmation e-mailer High Impact Banner [hyperlinked]	R20,800
High Impact Banner	R5,360		
Content Snippet	R5,680		
Video	R5,680	Digimag edition Website Landing Page Exclusive High Impact Banner	R14,800
Advertiser Exclusive Newsletter	R12,800	Digimag edition Website Landing Page Exclusive Video	R14,800

Social Media Platforms	Per Platform [Organic Post]	** PLEASE NOTE:
Facebook	R380	All Rates Quoted Exclude VAT
Instagram	R380	All Rates Quoted Exclude Agency Commission
LinkedIn	R380	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>



### 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**  
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**Media Traffic**  
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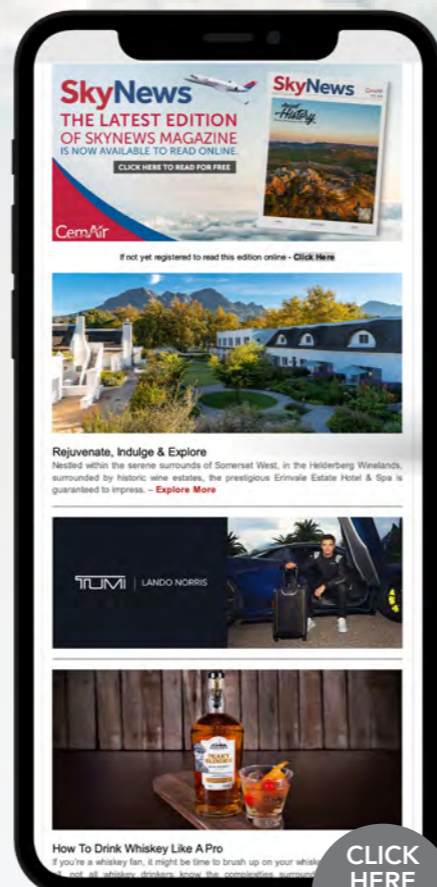
## PRINT MATERIAL SPECIFICATIONS

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	210 x 275	220 x 285	190 x 255
Half Page Horizontal	210 x 137	215 x 142	200 x 130
Half Page Vertical	105 x 275	110 x 280	95 x 265
DPS	420 x 275	430 x 285	400 x 255
<b>Main Body Advertisements / Advertorials</b> [print ready material supplied by advertiser]			
Full Page	210 x 275	mm [w x h]	
Half Page Horizontal	184 x 114	mm [w x h]	
Half Page Vertical	83 x 232	mm [w x h]	
Quarter Page	83 x 114	mm [w x h]	
<b>Editorial Features</b> [Advertiser supplies text and image/s. No logo's permitted in editorial features]			
Full Page		320 words + 1 x high res image	
2-Page		640 words + 2 x high res images	
Snippet		100 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	210 x 275	mm [w x h]
DPS	420 x 275	mm [w x h]



CLICK HERE TO RECEIVE SKYNEWS NEWSLETTERS



CLICK HERE TO JOIN FREEMAGS

## 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]	800 px Width	800 px Width	800 px Width	80 words	Must be YouTube or Vimeo link	We custom design this Newsletter on behalf of advertiser [all content is exclusive to advertiser]
static/gif	120 px Height url/UTM link	300 px Height url/UTM link	300 px Height url/UTM link	1 x high res image url/UTM link		

\* 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 or through url / UTM link supplied by advertiser]	800px [w] x 120px [h]	x 1 Advertiser
Digimag Edition [freemagazines.co.za] Online Landing Page Exclusive Video	Must be YouTube or Vimeo link	x 1 Advertiser

### Social Media Advertising Options

TCB Media [FB, IG & LI] [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](mailto:material@tcbmedia.co.za)

