

# PREMIER

PRINT & DIGITAL RATE CARD 2025

## ELEVATE YOUR BRAND IN THE PREMIER LOUNGES

Welcome to PREMIER, the glossy monthly magazine exclusively published for the distinguished guests frequenting the Bidvest Premier Lounges – the epitome of sophistication and opulence, located at all major South African airports. Capture the attention of over 130,000 high-net-worth individuals monthly, showcasing your brand and introducing your business to this targeted audience, in both print and digital format.

### POWERFUL DISTRIBUTION [figures are as at Jan 2025]

> Printed Magazines distributed in the Bidvest Premier Lounges
> 16,250 Digital Magazine Subscribers
> 48,590 monthly Newsletter Sends
> 3,000 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
> 53,000 Bidvest Premier Lounge Facebook Followers
> 2,050 Bidvest Premier Lounge Instagram Followers
> 450 Bidvest Premier Lounge Twitter Followers
* Accessible on Bidvest Premier Lounge Website

### PREMIER LOUNGES

- O.R. Tambo International**
  - Sky Lounge
  - Domestic Departure Lounge
  - International Departure Lounge
- Lanseria**
  - Domestic Departure Lounge
- Cape Town International**
  - Domestic Departure Lounge
  - International Departure Lounge
- King Shaka International**
  - Domestic Departure Lounge
- George**
  - Domestic Departure Lounge

- Chief Dawid Stuurman (Gqeberha)**
  - Domestic Departure Lounge
- King Phalo (East London)**
  - Domestic Departure Lounge

- Bloemfontein**
  - Domestic Departure Lounge

- Kruger Mpumalanga International**
  - Domestic Departure Lounge
  - International Departure Lounge



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## WHY ADVERTISE WITH PREMIER?

### Exclusive Audience

Connect with over 130,000 high-net-worth individuals monthly, comprising 85% Private Banking clients and First Class and Business Class travellers. Engage with the one percent of the population influencing the economy, holding true disposable income, and dominating the tip of the wealth pyramid.

### Targeted Distribution

Feature your brand and business in a magazine that commands the attention of the discerning guests who frequent Bidvest Premier Lounges each month, providing unparalleled exposure. Reach over 16,250 unique digital subscribers who have opted in to receive the digital edition monthly, further extending your brand's visibility and reach.

### Tailored Content for the Elite

Align your brand with intelligent content catering to the refined tastes of top-level executive travellers who have 'arrived'. From corporate and business profiles to property, art, design, decor, fashion, cuisine, and premium motoring, PREMIER Magazine offers a diverse spectrum of tasteful and elite lifestyle content.

### Decision-Makers and Trendsetters

Access a select group of decision-makers and opinion leaders, shaping industry trends and influencing the course of the economy. Leverage your brand's exposure to a demographic that contributes more than 70% to the fiscal wealth of the country.

### READER DEMOGRAPHIC

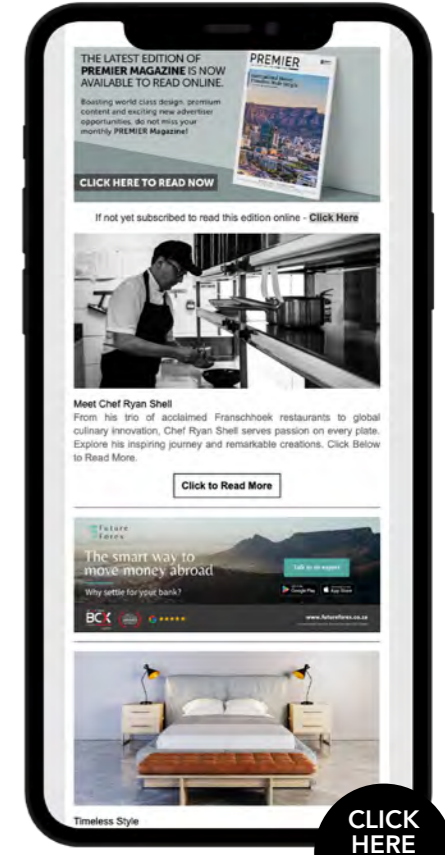
LSM 10 High | Average age 30+ | 60% Male 40% Female Readership | 90% Live in metropolitan areas | 75% Earn Super A income of R50 000+ p/m | Majority are Platinum and Private Banking clients | Majority are Business Leaders and Senior Executives.



## 2025 ADVERTISING RATES

Print & Digital Magazine		Digimag [Digital Only]	
		* Prime positions subject to availability at time of booking	
Main Body Advertisements / Advertorials [print ready material supplied by advertiser]			
Position	Print & Digital Rate per Edition	Position	Digital Only Rate per Edition
PRIME POSITIONS			
IFC DPS	R64,900	IFC DPS	R40,250
2 <sup>nd</sup> IFC DPS	R61,700	2 <sup>nd</sup> IFC DPS	R38,220
3 <sup>rd</sup> IFC DPS	R58,300	3 <sup>rd</sup> IFC DPS	R36,080
RHP Next to Contents upfront	R39,600	RHP Next to Contents upfront	R24,500
RHP Next to Editors Letter	R39,600	RHP Next to Editors Letter	R 22,880
RHP Next to Snippets upfront	R34,100	RHP Next to Snippets upfront	R21,120
FP RHP first 50%	R32,900	FP RHP first 50%	R20,410
IBC	R39,600	IBC	R24,510
OBC	R44,000	OBC	R27,240
OTHER			
FP [no guaranteed position]	R30,900	FP [no guaranteed position]	R19,240
DPS Main Body	R51,700	DPS Main Body	R32,000
ADDITIONAL ADVERTISING OPTIONS			
Print & Digital		Digimag [Digital Only]	
Cover Package [Main Cover Image + 2-4 Page Editorial Feature + 1 x FP Advertisement + 1 x Newsletter Content Snippet + Banner in x 3 Newsletters + 1 x Social Media [Organic Post] [FB, IG, LI] - only available to x 1 advertiser per month/edition [same advertiser only permitted to advertise on the cover once every quarter]		R86,600	
Contents Page Highlight [only available if Editorial feature booked] - Only x 1 available per month		R14,200	
Premier Leader/Corporate/Business Profile [includes : 2 Page editorial feature + Company strip Ad/Banner on Main Image photo] + Company contact details and Logo at end of feature		R37,680	
Property Listing [Full Page] [for multiple property listings, package rates are available on request]		R21,850	
Editorial Features [advertiser supplies text and image/s]			
Print & Digital		Digimag [Digital Only]	
FP Editorial Feature	R40,700	FP Editorial Feature	R25,190
2-Page Editorial Feature	R72,800	2-Page Editorial/Digital Feature	R45,050
Snippet	R12,100	Snippet	R7,450
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	Digimag edition Website Landing Page Exclusive High Impact Banner	R14,800
Content Snippet	R5,680	Digimag edition Website Landing Page Exclusive Video	R14,800
Video	R5,680		
Advertiser Exclusive Newsletter	R12,800		
Social Media Platforms	Per Platform [Organic Post]		
Facebook	R380		
Instagram	R380		
LinkedIn	R380		

**\*\* PLEASE NOTE:**  
All Rates Quoted Exclude VAT  
All Rates Quoted Exclude Agency Commission  
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.



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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 and currently boasts close to 16,500 unique digital subscribers.

## ADVERTISING SALES

### Director

Sales | Development | Operations

### Chantal Barton

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

For Print, digital, electronic digital mailers & online advertising opportunities:

**CLICK TO EMAIL**

### Media Traffic

material@tcbmedia.co.za

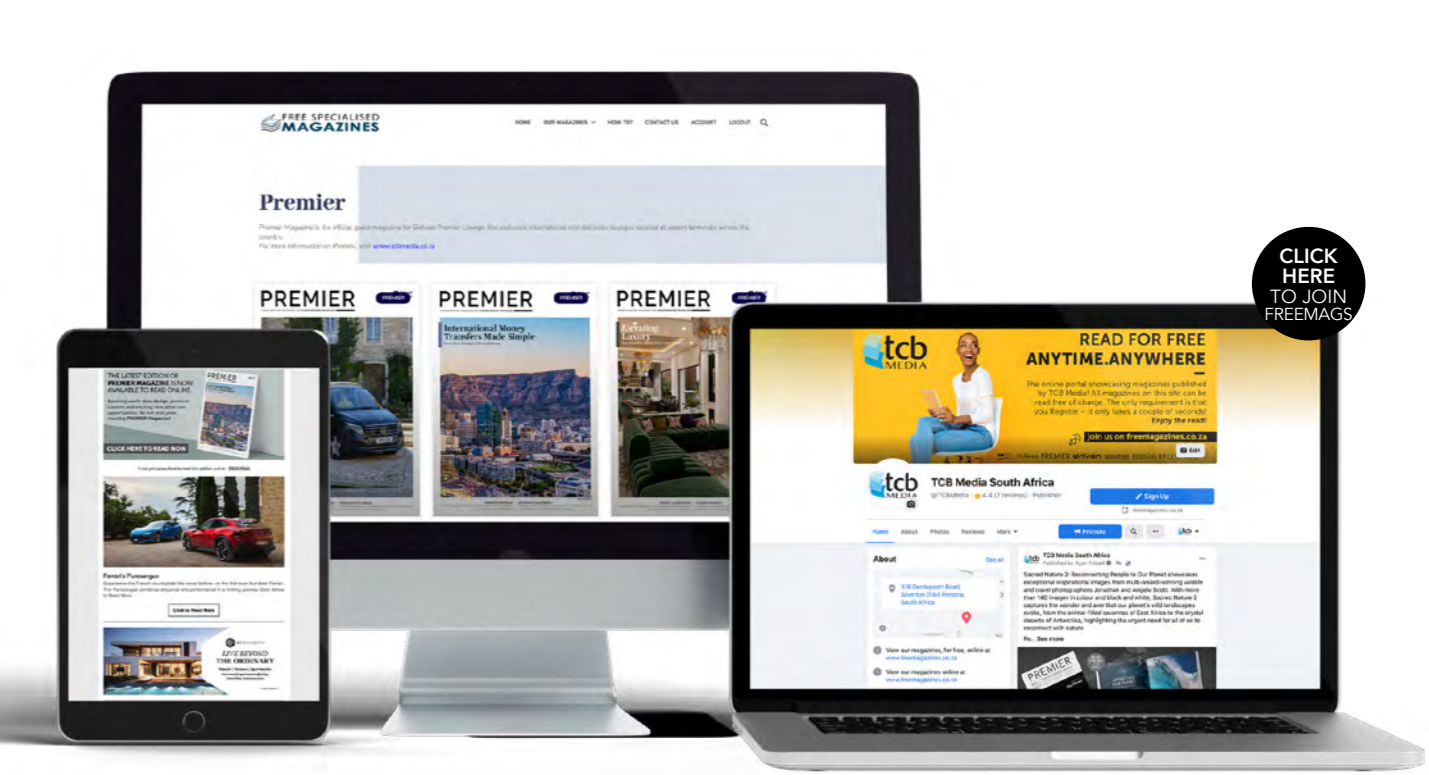
**CLICK TO EMAIL**

### Accounts

accounts@tcbmedia.co.za

**CLICK TO EMAIL**





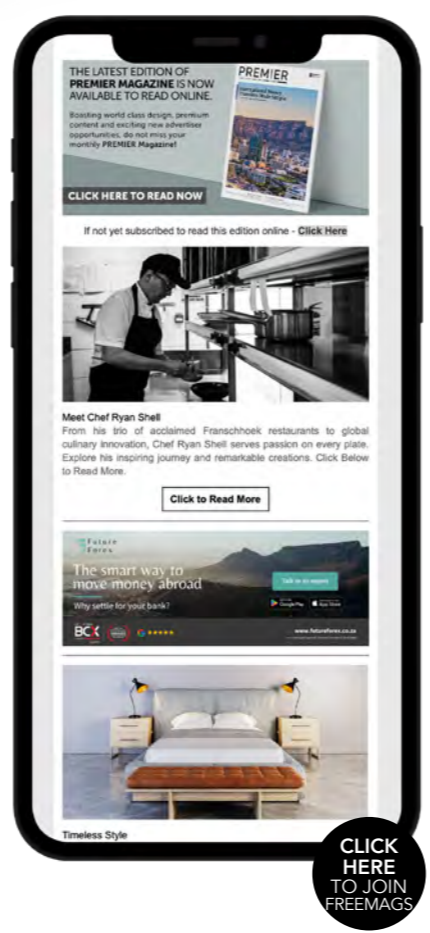
## PRINT MATERIAL SPECIFICATIONS

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
DPS	420 x 275	430 x 285	400 x 255
<b>Additional Advertising Options</b>			
Cover Package [Main Cover Image + 2-4 Page Editorial Feature + 1 x FP Advertisement + 1 x Newsletter Content Snippet + Banner in x 3 Newsletters + 1 x Social Media [Organic Post] [FB, IG, LI] - only available to x 1 advertiser per month/edition <i>[same advertiser only permitted to advertise on the cover once every quarter]</i>	Your AM will provide material requirements on booking any of these additional options		
Contents Page Feature Highlight [only available if Editorial feature booked] - Only x 1 available per month			
Premier Leader/Corporate/Business Profile [includes : 2 Page editorial feature + Company strip Ad/Banner on Main Image photo] + Company contact details and Logo at end of feature			
Property Listing [Full Page]			
<b>Editorial Features</b> [advertiser supplies text and images]			
Full Page	350 words + 1 x high res image		
2-Page	600 words + 2-4 x high res images		
Snippet	150 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]



## DIGITAL MATERIAL SPECIFICATIONS - continued

Newsletters/EDMs	Slim-Line Banner	High Impact 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	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	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 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 for Organic or Boosted campaign/s
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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
<b>Digimag [Digital Only]</b>	<b>Feb 2025</b>	<b>Mar 2025</b>	<b>Apr 2025</b>	<b>May 2025</b>	<b>Jun 2025</b>	<b>Jul 2025</b>	<b>Aug 2025</b>	<b>Sep 2025</b>	<b>Oct 2025</b>	<b>Nov 2025</b>	<b>Dec 2025</b>	<b>Jan 2026</b>
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)