

Sunday Times

# TRAVEL



WEEKLY



WEEKLY SPECIALS		JOHANNESBURG TO SÃO PAULO: R12 228		BOOK NOW! EARN YOUNGER MILES! INTERNATIONAL ROUTES ARE ALL FOLLOWING RETURN FARES	
FROM JOHANNESBURG TO:		FROM CAPE TOWN TO:		FROM DURBAN TO:	
London	R3 261	London	R5 254	London	R4 674
Paris	R4 058	Paris	R5 801	Paris	R5 471
Amsterdam	R4 283	Amsterdam	R6 216	Amsterdam	R5 706
Frankfurt	R5 198	Frankfurt	R7 121	Frankfurt	R6 611
Brussels	R5 334	Brussels	R7 257	Brussels	R6 747
Geneva	R6 527	Geneva	R8 051	Geneva	R7 940
Madrid	R7 359	Madrid	R8 940	Madrid	R8 772
Rome	R9 336	Rome	R9 282	Rome	R9 819
Stockholm	R14 521	Stockholm	R15 764	Stockholm	R15 604
Oslo	R14 141	Oslo	R15 304	Oslo	R15 224
Stockholm	R15 295	Stockholm	R16 536	Stockholm	R16 338

## Product Overview

Travel Weekly has one desired destination - to be the definitive weekly guide to the best in South African and international travel. The original Sunday Times Travel earned its reputation as the best and most widely read travel publication in the country. Travel Weekly continues that journey by providing extensive, insightful coverage of both popular and unusual local and international destinations, providing an exciting mix for actual travellers, people who want to travel, and armchair travellers. By expanding our reporting on local and regional destinations in a fresh and intelligent manner, Travel Weekly will allow us to tap into the rapidly growing black middle class, attract more readers from other demographics and gain interaction with our readers.

- **Readership: 1,790,000**
- **Circulation: 278,610**
- **Advertising Rates: R118 872.00 (39 x 8 FP FC) – CPT of R63.60**
- **Demographics:**
  - **Average HH income – R24,723 (vs. R12,267 national average)**
  - **Average Age – 39**
  - **Four in five readers are in LSM 7-10**
  - **Two in five have a tertiary qualification**

**Psychographics:** More than one in five Sunday Times and Travel Supplement Readers have been on holiday in the last year. They love the idea of travelling abroad and intend to purchase an overseas holiday in the future. They are adventurous and like to pursue a life of challenge, novelty and change. Our readers are discerning, affluent achievers who feel it is important to keep informed of things.

SOURCE: AMPS 2015AB, TGISA, ABC Jul-Sep 2016

For rates go to [www.TMAdroom.co.za](http://www.TMAdroom.co.za)