

HIGH-FLYERS

Discover, experience, and enjoy a land of eternal stories

PUBLISHED:
MARCH,
JUNE, SEPTEMBER
AND DECEMBER
2024.

A fully immersive read where you get to discover, enjoy and connect to the heartbeat of what makes South Africa a unique cultural, business and travel experience.

HIGH-FLYERS explores the cultures, people and perspectives of each destination as locals and adventurers through amazing photography and storytelling.

Off the beaten track... explore iconic destinations, brands, local dishes, shopping, hotels and takes a deep dive into issues surrounding work, home, style and culture.

And if you ever wondered why the Giraffe has a blue tongue or where the world's largest visible crater is, **HIGH-FLYERS** will be a must read.

EDITORIAL FOCUS

- Where to stay, play, relax and eat.
- Want a quick health boost, our experts share where to go and what to do.
- Need industry facts, figures or need to know info, we may just have it.
- Have kids, wanna entertain kids, check out the kids' corner.
- Have time, can dance, then why not turn to the entertainment page.
- Spotted someone who looks somewhat familiar, maybe we have them covered in our people to know section.

TO ADVERTISE CONTACT

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PICASSO HEADLINE
Excellence in media publishing

ARENA HOLDINGS

HOME OWNER



ADVERTISING RATES

RATES: excl vat and agency commission

FP	IFC DPS	DPS	OBC	IBC	HALF PAGE	OPPOSITE CREDITS
R9 500	R20 500	R17 500	R13 000	R11 500	R5 500	R11 500
Quarter page						R4 000

SPECIAL EXECUTION

Earmark/Island/Strip (Vertical or Horizontal)	R2 950
Logo on cover	R5 500

SPONSORSHIP PACKAGES

SILVER R25 000

- Cover Logo, 2 full pages,
- 1 strip ad inside mag,
- banner advert and 3 press releases (1 per month) on BMM
- 10 copies of the printed publication.

GOLD R44 000

- Cover Logo, 4 full pages,
- 1 earmark ad inside and 1 strip ad inside mag,
- banner advert and 3 press releases (1 per month) on BMM,
- 25 copies of the printed publication.

PLATINUM R60 500

- Cover Logo, (left to right strip underneath masthead + corner right hand top earmark),
- 6 full pages,
- 1 earmark ad inside the mag, 1 strip ad inside mag, 1 island ad inside mag,
- Banner advert and 6 press releases (2 per month) on BMM,
- 50 copies of the printed publication.

PACKAGED PROFILE RATES (ADVERTORIAL)

3-Page Profile	R24 500
4-Page Profile	R29 000

SPECIFICATIONS

TRIM SIZE

SAFE TYPE AREA

BLEED

Full page	210mm (wide) x 275mm (high)	186mm (wide) x 250mm (high)	220mm x 285mm
DPS	420mm (wide) x 275mm (high)	396mm(wide) x 250mm(high)	430mm x 285mm
Half page Horizontal	200mm (wide) x 128mm (high)	190mm (wide) x 118mm (high)	no bleed
Half page vertical	265mm(high) x 95mm(wide)	255 mm(high) x 85mm(wide)	no bleed

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DISTRIBUTION

PRINT

8 500

Available at:

Premier Airport Lounges
Check In Counters – Domestic and International
Car Rental Agencies
Tourism Desks at Airports

DIGITAL

A digital replica edition of **HIGH-FLYERS** will be placed on:

Websites:

SA Home Owner

www.sahomeowner.co.za

Business Media Magazines

www.businessmediamags.co.za

The digital replica edition will include hyperlinks to URLs and email addresses, and embedded video links.

The printed and digital magazines will also promoted on the Social Media pages of the above websites.

STATS

SA Home Owner

Users **25 000**

Page views **47 875**

Facebook Followers **461 042**

Business Media Mags

Direct page views **22 103**

Unique views **18 386**

Facebook followers **35 000**

