

HIGH-FLYERS

Discover, experience, and enjoy a land of eternal stories

PUBLISHED:
MARCH,
JUNE, SEPTEMBER
AND DECEMBER

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.



CLICK HERE
to read the latest edition.

TO ADVERTISE CONTACT

Richard White, Project manager

C: 083 229 4040

E: Richardw@picasso.co.za

PICASSO HEADLINE, a proud division of
ARENA HOLDINGS (Pty) Ltd

Tel: +27(0) 21 469 2400 | Fax: +27(0) 86 682 2926

Hill on Empire 16 Empire Road (cnr Hillside Road),
Parktown, Johannesburg

Postal Address: PO Box 12500, Mill Street,
Cape Town



BusinessDay Sunday Times financialmail

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ADVERTISING RATES

RATES: excl vat and agency commission

FP	IFC	DPS	DPS	OBC	IBC	HALF PAGE	QUARTER PAGE	OPPOSITE CREDITS
R10 500	R22 500	R19 250	R14 500	R12 650	R6 050	R4 400	R12 650	

WEBSITE BANNERS ON BUSINESS MEDIA MAGS AND SA HOME OWNER

Masthead banner	R8 250	3 months
Main bar banner	R6 050	3 months
Sidebar banner	R3 850	3 months

SPECIAL EXECUTION

Earmark/Island/Strip (Vertical or Horizontal)	R3 245
Logo on cover	R6 050

Pricing available on request for Belly Bands, Tabbed Inserts, Gate Folds and Bagged product sample inserts.

SPONSORSHIP PACKAGES

SILVER R27 500

- Cover Logo, 2 full pages,
- 1 strip ad inside mag,
- banner advert and 1 press release on BMM
- 10 copies of the printed publication.

GOLD R48 400

- 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 R66 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.

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

Total Distribution (Print and Digital): 43 912

Print: 8 500

Distributed on all SAA flights (domestic and international) on trolley, Premier Airport Lounges, Check in counters (domestic and international) Car Rental Agencies and Tourism Desks at Airports
SAA has a maximum of **131 351** passengers per month on 13 routes.

The digital replica e-zine will also be available on all SAA flights (domestic and international) as part of their in-flight entertainment system.

Digital: 35 412

12 466 Sunday Times PressReader subscribers
5 744 Business Day PressReader subscribers
10 397 financialmail PressReader subscribers
2 577 Daily Dispatch PressReader subscribers
2 302 The Herald PressReader subscribers
1 946 Sowetan PressReader subscribers

A digital replica of HIGH-FLYERS will be available on the following websites:

TimesLIVE

www.timeslive.co.za

Users: **2,177,438**

Pageviews: **7,148,700**

Facebook followers: **1,757,176**

BusinessLIVE

www.businesslive.co.za

Users: **1,275,842**

Pageviews: **3,825,701**

Facebook followers: **122,370**

SA Home Owner

www.sahomeowner.co.za

Unique browsers (users): **31, 512**

Pageviews: **51, 058**

Engagement rate: **38.05**

Business Media Mags

www.businessmediamags.co.za

Direct page views **22 973**

Unique views **12 827**

Facebook followers 36 000+ Followers

LinkedIn: **594 Followers**

Instagram: **474 Followers**

Twitter: **1 309 Followers**

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.

