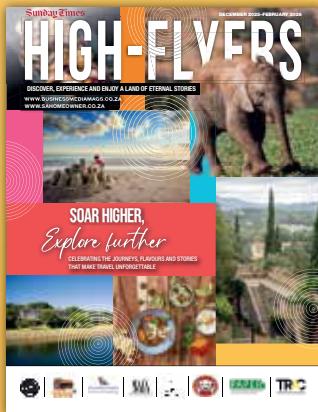


HIGH-FLYERS

Discover, experience, and enjoy a land of eternal stories



CLICK HERE

to read the latest edition.

TO ADVERTISE CONTACT

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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

PUBLISHED:
MARCH,
JUNE, SEPTEMBER
AND DECEMBER

NOW also
distributing with
Sunday Times
and **HOME OWNER**
magazine.

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.

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ADVERTISING RATES

RATES: excl VAT and agency commission

FP	IFC DPS	DPS	OBC	IBC	HALF PAGE	OPPOSITE CREDITS
R11 500	R23 500	R20 250	R15 000	R13 650	R7 050	R13 650

WEBSITE BANNERS ON BUSINESS MEDIA MAGS AND SA HOME OWNER

Masthead banner	R8 250	3 months
Main 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 Product sample inserts.

SPONSORSHIP PACKAGES

SILVER R27 500

- 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 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.
- 1 Sponsored Social Media Post on BMM Facebook

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.
- 2 Sponsored Social Media Posts on BMM Facebook

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): 32 951

Digital: 35 545

11 306 Sunday Times PressReader subscribers

5 523 Business Day PressReader subscribers

3 025 Daily Dispatch PressReader subscribers

2 990 The Herald PressReader subscribers

1 607 Sowetan PressReader subscribers

SAA has a maximum of 131 351 passengers per month on 13 routes.

Print: 8 500

- 2 700 Sunday Times subscribers
- 5 000 (National Airports)
- Check in counters domestic and international
- In trolley of all SAA flights (domestic and international)
- Premier Airport Lounges
- Car Rental Agencies
- Tourism Desks
- 800 copies bagged with SA Home Owner Magazine on shelf

The e-zine will be hosted on the following websites:

Sunday Times

Business Day

Business Media MAGS

SA Home Owner



Digitally loaded on SAA in-flight entertainment platform targeting 131351 passengers per month on 13 routes domestic and international.

Sunday Times

Distributed to 2700 print subscribers and 11306 digital subscribers



800 copies bagged with SA Homeowner on shelf.

Business Media MAGS

www.businessmediamags.co.za

Page views: 42 011

Users: 16 528

Engagement: 46.43%

Facebook: 36 000 Followers

The digital replica edition will include hyperlinks to URLs and email addresses, and embedded video links. The printed and digital magazines will also be promoted on the Social Media pages of Business Media Mags.