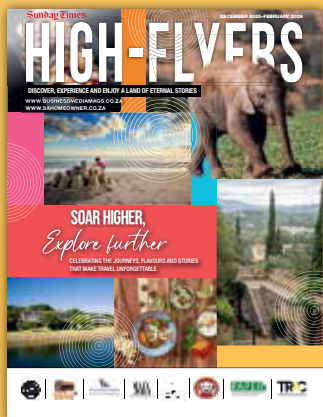


# HIGH-FLYERS

Discover, experience, and enjoy a land of eternal stories



CLICK HERE

to read the latest edition.

**PUBLISHED:**  
MARCH,  
JUNE, SEPTEMBER  
AND DECEMBER

**NOW also  
distributing with  
SundayTimes  
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.

## TO ADVERTISE CONTACT

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Business  
Day

SundayTimes

DailyDispatch TheHerald

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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
<ul style="list-style-type: none"> <li>Cover Logo, 2 full pages,</li> <li>1 strip ad inside mag,</li> <li>banner advert and 3 press releases (1 per month) on BMM</li> <li>10 copies of the printed publication.</li> </ul>
GOLD R48 400
<ul style="list-style-type: none"> <li>Cover Logo, 4 full pages,</li> <li>1 earmark ad inside and 1 strip ad inside mag,</li> <li>banner advert and 3 press releases (1 per month) on BMM,</li> <li>25 copies of the printed publication.</li> <li>1 Sponsored Social Media Post on BMM Facebook</li> </ul>
PLATINUM R66 500
<ul style="list-style-type: none"> <li>Cover Logo, (left to right strip underneath masthead + corner right hand top earmark),</li> <li>6 full pages,</li> <li>1 earmark ad inside the mag, 1 strip ad inside mag, 1 island ad inside mag,</li> <li>Banner advert and 6 press releases (2 per month) on BMM,</li> <li>50 copies of the printed publication.</li> <li>2 Sponsored Social Media Posts on BMM Facebook</li> </ul>

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**

**Stats**

**TimesLIVE**

[www.timeslive.co.za](http://www.timeslive.co.za)

UNIQUE BROWSERS: **4 349 331**

PAGE VIEWS: **18 691 094**

**Business Day**

[www.businessday.co.za](http://www.businessday.co.za)

UNIQUE BROWSERS: **1 293 515**

PAGE VIEWS: **3 218 235**

**SA HOME OWNER**

[www.sahomeowner.co.za](http://www.sahomeowner.co.za)

UNIQUE BROWSERS: **22 862**

PAGE VIEWS: **53 223**

**Business Media MAGS**

[www.businessmediamags.co.za](http://www.businessmediamags.co.za)

Page views: **42 011**

Users: **16 528**

Engagement: **46.43%**

Facebook: **36 000 Followers**



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.

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.