

financialmail

# TRAVEL

financialmail  
*Travel*,  
an essential guide  
for business  
decision makers  
to use for their  
corporate and  
personal travel  
solutions.

A BIENNIAL MAGAZINE DISTRIBUTED  
WITH THE *FINANCIALMAIL*

INSERTION DATES: 4 MAY 2017 AND 2 NOVEMBER 2017



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



# TRAVEL RATES

**financialmail Travel** is an essential tool for the discerning business traveller. It covers all you need to know about how to get there, and what to do once you are there.

## FOCUS AREAS

- Local travel
- Continental travel
- International travel
- Business travel
- Power lunches
- Conferencing
- Trends and venues roundup
- Artyfact

## READER STATISTICS

**financialmail** readers are discerning and high-spending consumers in powerful positions.

**1 in 2** are in top and senior management.

**1 in 4** are business owners. (SABRE)

**64%** are key decision makers in the company. (SABRE)

**79%** have tertiary education. (SABRE)

**1 in 5** personally earn R80k+; the average monthly personal income is R49k. (SABRE)

**6 in 10** – LSM 9-10. (AMPS 2014AB)

**2 in 3** are aged 25-49. (AMPS 2014AB)

**9 in 10** believe advertising is a useful source of information. (AMPS 2014AB)

## Advertising Rates (Excluding VAT, including agency commission)

Full Page	R22 500
Double page spread	R38 500
Half Page	R13 500
Quarter Page	R7 425
<b>PRIME POSITIONS</b>	
Inside front cover DPS	R46 500
Inside back cover	R28 575
Outside back cover	R31 500
Opposite contents	R25 650
Opposite editor's note/credits	R25 650
* Cover branding, special executions and sponsorship rates on request.	
* Profile rates on request.	

## Material Requirements

SIZE	BLEED	TRIM	TYPE	GUTTER
DPS	430 X 285mm	420 X 275mm	396 X 250mm	20mm
FP	220 X 285mm	210 X 275mm	186 X 250mm	
HALF H		210 X 134mm	190 X 114mm	
HALF V		100 X 275mm	80 X 245mm	
QUARTER		100 X 134mm	80 X 114mm	

**Distribution:** 18 000 copies distributed with the **financialmail**

10 000 copies distributed on shelf with the June issue of SA Home Owner magazine on the 22nd May

**Readership:** 119 000 (AMPS 2014AB: Jan-Dec 2014)

**Online:** [www.businessmedialive.co.za/fm-travel](http://www.businessmedialive.co.za/fm-travel)

**Format:** CMYK PDF (Compliant PDF/x – 1a standard for magazine web printing)

**Resolution:** 300dpi

**Max Total Ink:** 270%

### ADVERTISING CONTACT

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Published by Picasso Headline (Pty) Ltd. Reg 59/01754/07. Proudly part of the Times Media Group.

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