

financialmail

# TRAVEL



**A BIENNIAL  
MAGAZINE  
DISTRIBUTED  
WITH THE  
FINANCIALMAIL**

tiso blackstar  
group.

**INSERTION DATES:  
3 MAY AND 1 NOVEMBER 2018**  
**WWW.FINANCIALMAIL.CO.ZA**

 **PICASSO  
HEADLINE**  
Excellence in niche publishing

# TRAVEL RATES

**financialmail Travel** is a stunning, editorially based publication focusing on leisure and corporate destinations and topics.

## FOCUS AREAS

- Local travel
- Continental travel
- International travel
- Business travel
- Corporate lunches
- Conferencing
- Trends and venues
- Art and culture

## 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 a company. (SABRE)

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

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

**6 in 10** falls into LSM 9 – 10. (AMPS 2014AB)

**2 in 3** are aged 25 to 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 (FP)	R22 500
Double page spread (DPS)	R38 500
Half Page (HP horizontal and HP vertical)	R13 500
Quarter Page (QP)	R7 425
<b>PRIME POSITIONS</b>	
Inside front cover DPS	R46 500
Inside back cover (IBC)	R28 575
Outside back cover (OBC)	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	24mm
FP	220 X 285mm	210 X 275mm	186 X 250mm	
HP Horizon		200 X 128mm	190 X 118mm	
HP Vertical		95 X 265mm	85 X 255mm	
QP		95 X 128mm	85 X 118mm	

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

**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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