

financialmail

TRAVEL

A BIENNIAL
MAGAZINE
DISTRIBUTED
WITH THE
FINANCIALMAIL

tiso blackstar
group.

INSERTION DATES:
1 NOVEMBER 2018 AND 2 MAY 2019
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
PRIME POSITIONS	
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: 15 000 copies distributed with the **financialmail**

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

Online: 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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