

financialmail

# TRAVEL

A BIENNIAL  
MAGAZINE  
DISTRIBUTED  
WITH THE  
FINANCIALMAIL

tiso blackstar  
group.

INSERTION DATES:  
28 NOVEMBER 2019 AND 30 APRIL 2020  
[www.financialmail.co.za](http://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

## PSYCHOGRAPHICS:

The financialmail is read by SA's decision makers in the private as well as the public sectors. These are top earners who are educated and discerning readers and consumers. They are in powerful positions and able to influence agendas and events. They are the sort of consumers that most advertisers would love to reach.

## READER STATISTICS

### LSM:

7-8 33% 9-10 42%

### AGE

25% 26% 38% 11%

15-24 25-34 35-49 50+

### RACE

67% 11% 5% 17%

BLACK COLOURED INDIAN WHITE

### PROVINCE

GAUTENG: 59%

WESTERN CAPE: 16%

KWAZULU NATAL: 9%

Sources: AMPS 2016, ABC Oct-Dec2017, Effective Measure Stats January 2018, Google Analytics

## 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 front cover	R31 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:** Distributed with the full run of **financialmail**

**Online:** <http://businessmediamags.co.za/lifestyle/financial-mail-travel/>

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

**Resolution:** 300dpi

**Max Total Ink:** 270%

### ADVERTISING CONTACT

Dan Burman, Project Manager  
Tel: +27 21 469 2489 Cell: +27 83 630 8863  
Email: danielb@picasso.co.za

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