

financialmail

# TRAVEL

## RATE CARD 2021

### PUBLICATION DATE: 1 JULY 2021

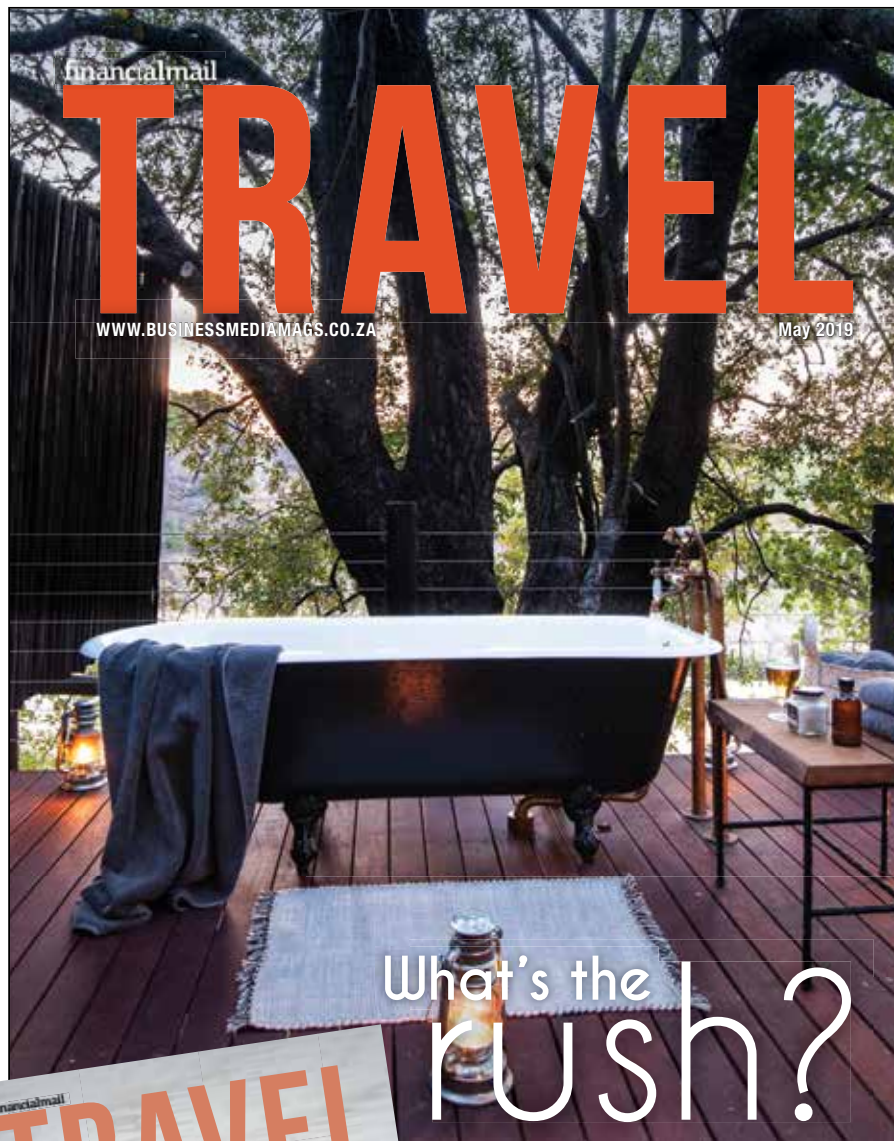
#### TRAVEL

Travel is an essential magazine for the discerning business travellers and business decision-makers to use for their corporate & personal travel solutions. It covers all you need to know about how to get there, and what to do when you are there.

#### FOCUS AREAS

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

**TRAVEL** is printed **bi-annually** and is inserted with the full run of **financialmail**



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#### DISTRIBUTION

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.

#### STATS:

**financialmail** readers are discerning and high-spending consumers in powerful positions. Average personal income is **R49 093**, average household income is **R59 283**  
**LSM 9-10 (57%), LSM 7-8 (33%)**  
 Working status 89%  
**Average age 25 - 34 (28%), 35-49 (37%)**

Source: (AMPS 2015BA)

#### financialmail READER STATISTICS

LSM		AGE				RACE				PROVINCE		
7-8	9-10	15-24	25-34	35-49	50+	BLACK	COLOURED	INDIAN	WHITE	GAUTENG	WESTERN CAPE	KWAZULU NATAL
33%	42%	25%	26%	38%	11%	67%	11%	5%	17%	59%	16%	9%

Sources: AMPS 2016, ABC Oct-Dec2017, EffectiMeasure Stats January 2018, Google Analytic

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FULL PAGE

DPS

HALF PAGE AD

### ADVERTISING CONTACT

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A digital replica is available at [www.businessmediamags.co.za](http://www.businessmediamags.co.za)



It will be hosted for a year on the SAHO Website at [www.sahomeowner.co.za](http://www.sahomeowner.co.za)



It will also be previewed for 7-days after publishing date at [www.financialmail.co.za](http://www.financialmail.co.za)

### SAHO SOCIAL MEDIA STATS

**USERS:** 31,240 (+)  
**PAGEVIEWS:** 65,040 (+)  
**UNIQUE VIEWS:** 55,827 (+)  
**TIME SPENT ON PAGE:** 00:01:05 (+)

### ADVERTISING RATES

All rates exclude VAT and agency commission.

FULL PAGE	R15 000
DOUBLE PAGE SPREAD	R28 500
HALF PAGE	R9 050
QUARTER PAGE	R4 975
INSIDE FRONT COVER DPS	R31 200
INSIDE FRONT COVER	R21 200
INSIDE BACK COVER	R19 200
OUTSIDE BACK COVER	R21 200
OPPOSITE CONTENTS/CREDITS	R17 200

### MATERIAL SPECIFICATIONS

	DPS	FCP	1/2 Page Horizontal	1/2 page Vertical
Trim	420 x 275mm	210 x 275mm	200 x 128mm	95mm x 265mm
Bleed	430 x 285mm	220 x 285mm	210 x 275mm	186 x 250mm
Safe type area	396 x 250mm	215 x 277mm	217mm x 130mm	99 x 279mm

All finished advertising material to be supplied as CMYK PDF in PDF/X-1. (This format is standard for magazine web printing.) Resolution must be 300dpi and maximum total ink to be 270%.



### PUBLISHER

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