

financialmail

TRAVEL

RATE CARD 2021

PUBLICATION DATE: 25 NOVEMBER 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.

financialmail READER STATISTICS

GENDER

MALE	FEMALE
63%	42%

AVERAGE PERSONAL INCOME

R30 404

READERSHIP

CORE READERSHIP	51 000
CIRCULATION	13 009

AGE

15-24	25-34	35-49	50+
17%	25%	28%	30%

RACE

BLACK	COLOURED	INDIAN	WHITE
60%	12%	4%	24%

LANGUAGE

ANY AFRICAN LANGUAGE	AFRIKAANS/ BILINGUAL	ENGLISH / OTHER EUROPEAN
56%	11%	30%

SOCIA-ECONOMIC MEASURE

SEM 1-4	SEM 5-6	SEM 7-8	SEM 9-10
18%	22%	26%	34%

AVERAGE HOUSEHOLD INCOME

R37 500

WORK STATS
60% WORKING

EDUCATION

UP TO SOME HIGH	MATRIC	TERTIARY
17%	49%	34%

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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

It will be hosted for a year on the SAHO Website at www.sahomeowner.co.za

It will also be previewed for 7-days after publishing date at www.financialmail.co.za

ADVERTISING RATES

All rates exclude VAT and agency commission.

FULL PAGE	R18 000
DOUBLE PAGE SPREAD	R34 200
HALF PAGE	R10 860
QUARTER PAGE	R 5 970
INSIDE FRONT COVER DPS	R37 440
INSIDE FRONT COVER	R25 440
INSIDE BACK COVER	R23 040
OUTSIDE BACK COVER	R23 040
OPPOSITE CONTENTS/CREDITS	R20 640

SAHO SOCIAL MEDIA STATS

USERS:	25,751
PAGEVIEWS:	60,201
FACEBOOK:	365 538
INSTAGRAM:	55 086



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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