

INDWE RATECARD 2018



The magazine *Indwe* is the exclusive monthly in-flight magazine for SA Express. With a clean, sophisticated layout and astute editorial copy, *Indwe* provides readers and advertisers a superlative publication.

There is no more captive an audience than inside an airplane, at 36,000 feet in the air. SA Express carries approximately 165,000 passengers per month between 17 domestic and regional destinations.

A Thorough Distribution *Indwe* is placed onboard all SA Express flights on the first day of each month, with magazines that have been removed or damaged replenished after each return flight. Each edition of *Indwe* is available online at www.freemagazines.co.za and already has 11,360 subscribers.

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Certificates of merit: Communication & Writing/Editing
Finalist: Best External Mag category B



Reader Demographics

70% business travellers
30% leisure travellers
71% male

29% female
60% of male travellers take more than 10 trips per annum
LSM 9-10

About the Publisher *Indwe* is published monthly by TJT Media. Our core business is corporate media, over the years we have become specialists in in-flight publications and have a proud record of publishing exceptional in-flight magazines for several domestic and international airlines.

profiles *Indwe* features prominent local or international celebrities, business people or remarkable public figures on a regular basis. In the past, the magazine has featured such noted personalities as Nelson Mandela, Oliver Tambo and Elana Afrika.

exclusive accommodation Southern Africa has an abundance of guesthouses, hotels, spas and safari lodges on offer, catering for the sophisticated local and international tourist. In this section, *Indwe* explores the country's exclusive selection of elite establishments.

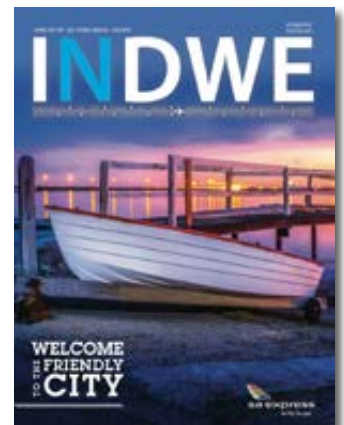
technology / business The well-informed articles in this section take a look at current trends in the technological, business, finance, investment and property industries, as supplied by specialists in the relevant fields.

motoring From exciting new vehicles on the market to Car of the Year Finalists, *Indwe's* extensive motoring section brings its readers all the facts and opinions from experts in the industry.

travel From extreme exploits in the Eastern Cape to game viewing in Zambia and ocean adventures in Namibia, this section of the magazine offers diverse angles on travel opportunities both locally and internationally, with a specific focus on the destinations that SA Express visits.

SA Express Destinations

Bloemfontein
Cape Town
Durban
East London
Hoedspruit
Johannesburg
Pilanesberg
George
Kimberley
Port Elizabeth
Richards Bay
Mafikeng
Gaborone
Lubumbashi
Lusaka
Walvis Bay
Harare



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Material Specs

Sizes	Trim (Height x Width)	Bleed (H x W)	Type (H x W)
DPS	275 x 420mm	285 x 430mm	255 x 400mm
Full Page	275 x 210mm	285 x 220mm	255 x 190mm
Half Page Vertical	275 x 105mm	280 x 110mm	265 x 95mm
Half Page Horizontal	137 x 210mm	142 x 215mm	130 x 200mm

Material Requirements

- A fee of R950 per advertisement (incl. three corrections) will be levied for new material designs.
- Please supply material in print optimised high resolution (300dpi) PDF format with a colour proof*. Include bleed as per table and include crop marks. (Please add 5mm offset to prevent colour bars and registration marks in bleed). All fonts must be embedded.
- *If proof is not supplied, TCB Media cannot be held responsible for colour matching in the final product.



Advertising Rates 2018

Insertion	Rate	3 Editions (- 5%)	6 Editions (- 7.5%)	7+ Editions (- 10%)
Double Page Spread (DPS)	R54,230	R51,590	R49,280	R47,080
Full Page (FP)	R32,450	R30,690	R29,480	R28,270
Half Page (HP)	R18,700	R17,820	R16,940	R16,280
Advertorial / Editorial (FP)	R43,808			
Advertorial / Editorial (DPS)	R59,345			

PRIME POSITIONS

Insertion	Rate	3 Editions (- 5%)	6 Editions (- 7.5%)	7+ Editions (- 10%)
Inside Front DPS	R62,370	R59,290	R56,650	R53,790
Second DPS	R59,620	R56,760	R54,230	R51,590
Outside Back Cover	R39,050	R37,180	R35,090	R32,890
Inside Back Cover	R35,750	R33,990	R32,450	R30,690
Page next to Contents	R35,750	R33,990	R32,450	R30,690

PLEASE NOTE:

Advertising material may not contain logos, references or images pertaining to competitor airlines or brands.



Conditions:

- All rates include 16,5% Agency Commission and exclude VAT.
- 5% Discount with payment upon placement.
- All rates are for full colour insertions.
- Third page strips and quarter pages limited to 8 per edition. Placement at the discretion of the editor.
- The right to refuse/edit advertorial is reserved.

Cancellation Penalties:

- Cancellation deadlines are the same as booking deadlines.
- Clients who fail to supply copy/photographs/finished advertising material by deadline will be billed for the space booked.

Publication Dates

Issue Date	Editorial	Cover	Material
January 2018	27 Nov	08 Dec	15 Dec
February 2018	06 Jan	12 Jan	19 Jan
March 2018	27 Jan	09 Feb	18 Feb
April 2018	26 Feb	09 Mar	16 Mar
May 2018	29 Mar	11 Apr	18 Apr
June 2018	26 Apr	10 May	17 May
July 2018	28 May	11 Jun	18 Jun
August 2018	28 Jun	11 Jul	18 Jul
September 2018	27 Jul	10 Aug	16 Aug
October 2018	28 Aug	11 Sep	18 Sep
November 2018	28 Sep	11 Oct	18 Oct
December 2018	26 Oct	09 Nov	16 Nov
January 2019	27 Nov	07 Dec	14 Dec
February 2019	14 Dec	11 Jan	18 Jan

Available on your favourite platform at



Publisher

Bernard L Hellberg
bernard@tcbmedia.co.za
+27 82 350 2857

Marketing & Communications Manager

Pam Komani
pam@junecomcommunications.co.za

Editor

Nicky Furniss
nicky@tcbmedia.co.za

Design & Layout

Ryan Abbott
ryan@tcbmedia.co.za

Media Traffic

Chelsey Strain
chelsey@tcbmedia.co.za

Accounts

Okkie Meintjies
okkie@tcbmedia.co.za

Cape Town Office

1st Floor, Brackenrite Office Park, inside the Brackenrite Business Park, 36 Kruiis Road, Brackenfell, 7560
Tel: +27 21 945 3309

Pretoria Office

1st Floor, Unit G, Castle Walk Corporate Park, Erasmuskloof, 0081
Tel: +27 12 425 5800

National Sales Manager (Business Development)

Chantal Barton
chantal@tcbmedia.co.za
Tel: +21 945 3309
Cell: +27 79 626 0782

National Sales Manager (Regional & SADC)

Bryan Kayavhu
bryan@tcbmedia.co.za
Tel: +27 12 425 5820
Cell: +27 83 785 6691