

ADVERTISING RATES



Magazine

aboutTime is the exclusive monthly in-flight magazine for **Itime** Airline. The magazine is a breath of fresh air for passengers on board **Itime** flights, and offers a diverse and engaging read that comprises feature articles on a great wealth of topics.

Audience

You won't find a more captive audience than at 36,000 feet in the air. **Itime** Airline, the largest low-cost carrier in South Africa now fly more than 200,000 passengers per month between 8 prime domestic and regional destinations in Southern Africa.

- 95% of passengers read *aboutTime* magazine every month
- Reaches more than 200,000 passengers every month
- Pass-along rate of 1:10
- 61% business travellers
- 39% leisure travellers

Content

Stories pertaining to destinations and travel, arts and entertainment, business and technology, motoring and sport, profiles and special features, and of course, upcoming events and festivals abound in each issue of *aboutTime*, found on-board all **Itime** flights from the first of each month.

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Airline

Since its inception, **Itime** Airline has been determined to satisfy the public's hunger for an airline that is focused on the lowest airfares and the best service – More nice, Less price. **Itime** currently travels to six South African destinations, including Johannesburg, Cape Town, George, Port Elizabeth, East London and Durban. Internationally, **Itime** Airline also flies to Zanzibar and Livingstone.

Publisher

What started as a small publishing company with just one publication has grown into a proud publishing house with an impressive portfolio of publications. Our core business remains corporate media, and over the years we have become specialists in in-flight publications. For more information on our publications and products, visit our website at www.tcbgroup.co.za.

15% loading for guaranteed positions (except covers)
7% loading for guaranteed right hand page

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.
Payment Options: specified on booking form. For series bookings, pay upon receipt of invoice for each edition.

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.

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aboutTime

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aboutTime

ADVERTISING RATES 2010

INSERTION	RATE per edition	3 Editions (- 5%)	6 Editions (- 7.5%)	12 Editions (- 10%)
Double Page Spread (DPS)	R 40 690	R 38 690	R 37 690	R 36 690
Full Page	R 25 290	R 24 090	R 23 390	R 22 790
1/2 Page	R 16 490	R 15 690	R 15 290	R 14 890
1/3 Page Strip	R 10 990	R 10 490	R 10 290	R 9 890
1/4 Page	R 7 690	R 7 390	R 7 190	R 6 990
Advertorial / Editorial (DPS)	R 43 990	R 41 790	R 40 690	R 39 590
Advertorial/Editorial (FP)	R 31 890	R 30 290	R 29 490	R 28 790
PRIME POSITIONS				
Inside Front DPS	R 43 990	R 41 790	R 40 690	R 39 590
2 nd Inside DPS	R 42 890	R 40 790	R 39 690	R 38 690
Page alongside Contents	R 27 490	R 26 190	R 25 490	R 24 790
Page alongside Editor's Letter	R 27 490	R 26 190	R 25 490	R 24 790
Back Page Cover	R 32 990	R 31 390	R 30 590	R 29 690
Inside Back Cover	R 29 690	R 28 290	R 27 490	R 26 790

PUBLICATION DATES

Issue Date	Material Deadline	On Airline
January 2010	15 December 2009	1 January 2010
February 2010	17 January 2010	1 February 2010
March 2010	20 February 2010	1 March 2010
April 2010	20 March 2010	1 April 2010
May 2010	17 April 2010	1 May 2010
June 2010	20 May 2010	1 June 2010
July 2010	17 June 2010	1 July 2010
August 2010	17 July 2010	1 August 2010
September 2010	19 August 2010	1 September 2010
October 2010	18 September 2010	1 October 2010
November 2010	21 October 2010	1 November 2010
December 2010	18 November 2010	1 December 2010

Ad Design Advertisements can be designed at a special rate of R900.00 per full page for use in this publication only. Excluding any stock photography.

* If chromalin is not supplied, TCB Publishing will take no responsibility for colour matching in the final product.

MATERIAL SPECIFICATIONS & REQUIREMENTS

SIZE	TRIM (width x height)	BLEED (width x height)	TYPE (width x height)
DPS	340 x 223mm	350 x 233mm	320 x 200mm
Half DPS	340 x 110mm	350 x 120mm	320 x 90mm
Full Page	170 x 223mm	180 x 233mm	150 x 200mm
Half Page Vertical	85 x 223mm	95 x 233mm	65 x 200mm
Half Page Horizontal	170 x 110mm	180 x 120mm	150 x 90mm
1/3 Page Vertical Strip	223 x 56mm	233 x 66mm	45 x 200mm
1/3 Page Horizontal Strip	170 x 73mm	180 x 83mm	53 x 150mm
1/4 Page	85 x 110mm	95 x 120mm	70 x 95mm

Material to be supplied on disk with a colour proof*, or via email, always in PDF format. File must be print optimised at high resolution (300dpi), with the page size set to 5mm larger all around. The bleed must be set to 5mm. All fonts must be embedded or converted to paths.

