

# aboutTime

ADVERTISING  
RATES  
2011

## MAGAZINE

*aboutTime* is the exclusive monthly in-flight magazine for **Itime** airline. Fun, young and vibrant, *aboutTime* aims to be an informative and engaging read for passengers onboard **Itime** flights, and features articles on a great wealth of topics.

## CONTENT

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

## 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 9 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
- Diverse range of LSM groups (7 - 10)

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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 based on their company ethos of More nice, Less price.

**Itime** currently travels to six South African destinations, including Johannesburg, Cape Town, George, Port Elizabeth, East London and Durban. Regionally, **Itime** airline is the only low cost airline in South Africa to offer budget flights to regional destinations in Southern Africa. These include Zanzibar; Livingstone (Zambia) and their latest and much anticipated addition, Maputo (Mozambique).

## 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 [www.tcbgroup.co.za](http://www.tcbgroup.co.za).

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# ADVERTISING RATES 2011

## RATES 2011

SIZE	1-6 INSERTIONS	7+ INSERTIONS
DPS	R 40 690	R 36 690
Full Page	R 25 290	R 22 790
1/2 Page	R 16 490	R 14 890
1/3 Page Strip	R 11 990	R 9 890
Advertorial / Editorial (DPS)	R 43 990	R 39 590
Advertorial/Editorial (FP)	R 30 290	R 28 790

## PRIME POSITIONS

SIZE	1-6 INSERTIONS	7+ INSERTIONS
Inside Front DPS	R 45 290	R 40 760
Upfront DPS	R 42 890	R 38 600
Page alongside Contents	R 28 290	R 25 460
Page alongside Editor's Letter	R 28 290	R 25 460
Back Page Cover	R 32 990	R 29 690
Inside Back Cover	R 29 690	R 26 720

## MATERIAL SPECIFICATIONS & REQUIREMENTS

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

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.

## PUBLICATION DATES 2011

ISSUE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
EDITORIAL DEADLINE	10/12	10/1	10/2	10/3	8/4	10/5	10/6	8/7	10/8	9/9	10/10	10/11
MATERIAL DEADLINE	15/12	20/1	18/2	18/3	19/4	19/5	20/6	21/7	19/8	20/9	10/10	18/11
ON AIRLINE	1/1	1/2	1/3	1/4	1/5	1/6	1/7	1/8	1/9	1/10	1/11	1/12

### 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 limited to 4 per edition. Placement at discretion of editor.

The right to refuse/edit advertorial is reserved.

Payment Options are specified on booking form. For series bookings,

pay upon receipt of invoice for each edition.

Ad material submitted after material deadline will not be guaranteed pre-arranged positions or placement.

### 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.

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

