

cedar

high life

SOUTH AFRICA

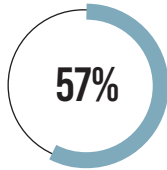
MEDIA PACK 2018



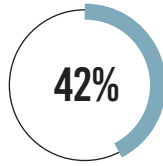
High Life SA is the monthly travel and lifestyle magazine for British Airways, operated by Comair in Southern Africa, with daily flights between Johannesburg, Cape Town, Durban and Port Elizabeth, as well as Mauritius, Namibia, Zimbabwe and Zambia.

Distributed in the seat pocket and in all SLOW lounges across South Africa, it combines the best of both worlds – regional relevance plus the brilliant international content that has made *High Life* famous around the world.

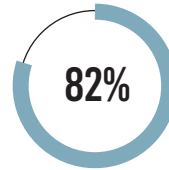
READERSHIP



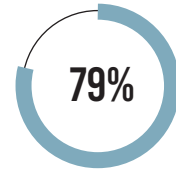
Male



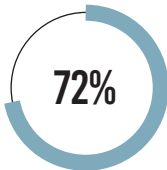
Female



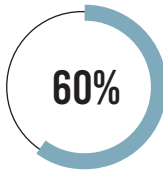
read HLSA



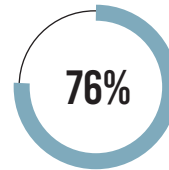
are travelling for business



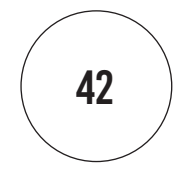
notice the advertising in HLSA



have a personal income of R72,000+



are tertiary educated



is the average reader's age



DISTRIBUTION

16,800

Print run

245,000

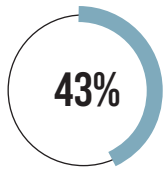
Readership

Inside seat pockets on British Airways flights, operated by Comair

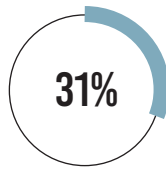
Available in SLOW lounges in Johannesburg, Cape Town, Durban and Sandton

Available in British Airways international lounges in Johannesburg and Cape Town

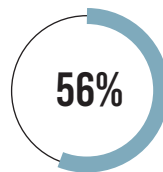
high life



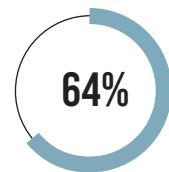
travel at least monthly



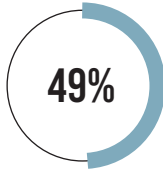
are Executive Club members



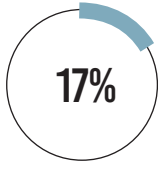
hire a car when travelling for business



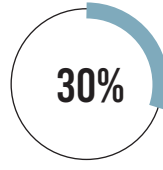
stay in hotels when travelling for business



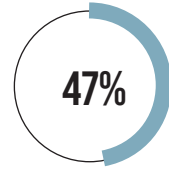
stay in hotels when travelling for leisure



travel overseas every few months



travel overseas twice a year or more often



travel for leisure every two months or more often

BOARDING PASS OPPORTUNITY

BRITISH AIRWAYS BOARDING PASS
MRS SARETTE VANDENHOEFFER you're ready to fly

Flight BA6427	From JOHANNESBURG Terminal B	To CAPE TOWN	Seat 12C
Date 16 October	Gate closes 15:50	Departure time 16:00	
Operating airline Comair	Class Traveller	Booking reference 22H47L	

BAG DROP **SECURITY** **BOARDING** Gate closes **15:50**

Checked baggage to: Bag Drop
Closes: 45 minutes before departure
Location - Domestic and Regional departures, gate on time
Counters 0142-0145

Allow enough time to get through departures (security) so you arrive at your gate on time

If you arrive late at the gate, your bags might be taken off the plane and you may not be allowed to board.

Hand baggage only Please go straight to departures (security).

Hand baggage allowance
Please see ba.com

Your checked baggage allowance
1 (No bag to exceed 23kg/51lbs)

FOR THOSE WHO ARE TAKING OFF.
THE MOST ADVANCED BMW 5 SERIES.
www.bmw.co.za/5

When passengers check in online at home or the office, they have to print out their boarding pass.

49,376

passengers print out their boarding passes a month.

6 VIEWS

That's how many times travellers refer to their boarding pass before boarding their plane, according to research. So, if you book an advert on a British Airways boarding pass it will be looked at

296,256 TIMES!

This amazing advertising opportunity, unique to British Airways, also allows you to link your advertising message on the boarding pass to your advert in High Life SA. It's also a great way to advertise any new launches or special promotions you have planned for the year.

Bigger slot now available /only 1 advertiser per month

RATES

Full Page	R37 900
DPS	R75 900
1/2 Page	R30 400
Inside Front Cover DPS	R89 200
Inside Back Cover	R44 500
Outside Back Cover	R53 100
Boarding Pass (1 month for 1 slot)	R36 000
Advertorial	R37 900*

*Plus any production costs

The above rates are net and exclude vat

The client will still be liable for advertorial production costs in the event of a cancellation.

Cancellation Policy:

One week before booking deadline subject to 50% cancellation fee

After booking deadline subject to 100% cancellation fee

Specified positions carry a 10% loading.

We reserve the right to review insert rates with 2 months' written notice.

All inserts to be approved by High Life South Africa.



SPECIFICATIONS

SIZE	TYPE	TRIM	BLEED
Full Page	269 x 190	289 x 210	299 x 220
Double Page Spread (2 x Full Pages)			
Any DPS adverts must be supplied as two single pages, ensuring, where required, 3mm bleed has been allowed on all four edges of your advert.			
1/2 Horizontal	130 x 195	144 x 210	147 x 216
1/2 Vertical	265 x 95	289 x 103	295 x 106
Boarding Pass	650px wide x 300px high		

Boarding pass material must be supplied as a jpeg/GIF and at 150dpi

DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE
January 2018	17 November 2017	24 November 2017
February	6 December 2017	15 December 2017
March	22 January 2018	26 January 2018
April	21 February	26 February
May	16 March	23 March
June	20 April	26 April
July	23 May	28 May
August	22 June	27 June
September	20 July	26 July
October	24 August	27 August
November	21 September	28 September
December	22 October	26 October
January 2019	19 November 2018	26 November 2018
February	7 December 2018	14 December 2018

CONTACTS

ADVERTISING MANAGER

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paul@fivetwelve.co.za

NATIONAL SALES EXECUTIVE

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production@cedarcom.co.za

MEDIA SEND JHB

011 712 5700

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