

Premier

Luxury Lifestyle Magazine for the Discerning Traveller **RATECARD 2010**



Exotic Destinations
Beauty & Wellness
Fine Living

Sport & Technology
Good Food & Fine Wine
Exclusive Motoring

Business & Finance
International Sport
High Net Worth Readership

A PREMIER BRAND

Premier magazine is the official guest magazine for Premier Lounge, the exclusive international and domestic airport business lounges operated by BIDAir, part of the BIDVest group.

Premier Lounge offers state-of-the-art business lounge facilities to business & first class passengers, private bank clients and gold & platinum card holders. Premier Lounge is located in the **domestic** and **international** departure terminals at South Africa's OR Tambo, Cape Town and King Shaka International Airport, as well as in the domestic terminals at George, Port Elizabeth and East London airports.

In addition, the **Kopano International VIP Lounge**, the **Domestic VIP Lounge** and the **Executive Boardroom** at OR Tambo are operated by BIDAir and forms part of the Premier Lounge brand.

Premier Lounge boasts exclusive partnerships with some of the most distinguished brands and companies, with more than 70,000 of their VIP clients visiting a Premier Lounge every month:

First & Business Class International	First & Business Class Africa & Indian Ocean	Private Banks	Black, Platinum & Selected Gold Cards
Delta Air Lines	Air Botswana	ABSA Private Bank	American Express
EI-AI	Air Madagascar	BIDVest Bank	Amex Corporate
Emirates	Air Malawi	FNB Private Clients	Barclays
Ethiad Airways	Air Mauritius	Investec Private Bank	Diners Club
Iberia	Air Namibia	Nedbank Private Bank	Nedbank Green Back
KLM / Air France	Ethiopian Airlines	RMB Private Bank	Hertz Gold Club
Qatar Airways	Inter Air		
Qantas Airways	Kenya Airlines		
Swiss Air	Lam Mozambique		
TAP			
Turkish Airlines			

Through these exclusive partnerships, Premier Lounge delivers an unsurpassed reader demographic.

- More than 70,000 high net worth passengers per month
- 70% business, 30% leisure
- 20% international, 80% local
- 70% male, 30% female
- 80% between 35 and 55

As corporate decision-makers and discerning travellers, these high net worth individuals are the ideal target market for your branding, publicity or advertising campaign.

A PRIME READERSHIP

No other business or travel magazine delivers a more distinguished, educated and affluent readership than that of **Premier** magazine, as it caters for the pinnacle of domestic and international business travellers.

Our readers count among the most affluent and influential travellers, and you would be hard pressed to find a readership better qualified to appreciate your brand, and crucially, who can afford your product. Our readers are the well-heeled with true disposable income in their private capacity and decision making power in the corporate environment.

Your brand will be in amongst good company in **Premier** magazine. Our advertisers are representative of some of the most exclusive brands in the world, and our editorial features, intelligent and aspirational by design, are dedicated to the same exclusivity and luxury to which our readers aspire.

“Almost 97% of all foreign visitors to South Africa listed ‘shopping’ as their main activity of choice.”

PREMIUM CONTENT

Premier magazine is a luxury lifestyle magazine designed specifically for the reading pleasure of an exclusive group of high net worth individuals.

This glossy and intelligent title caters for the refined tastes of its international and local readers. Its captivating and aspirational articles cover a variety of themes:

- Business, commerce, finance, and investment
- Cutting-edge technology
- International sport, health and wellness
- Exclusive property, designer décor and luxury living
- Executive motoring
- Exotic destinations, hotels, lodges and spas
- Fashion & trends
- Haut Cuisine and award-winning wines

With its pioneering creative design and layout, complemented by a careful selection of aspirational and lifestyle-orientated articles sourced from the finest local and international contributors, **Premier** magazine presents advertisers with the most effective way of communicating with its astute readership.



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FREQUENCY & DISTRIBUTION

As the official guest magazine, **Premier** magazine is available as a complimentary magazine to the more than 70,000 guests who frequent the Premier Lounge every month. The magazines are displayed prominently in each of the 11 Premier Lounges as well as the Premier Executive Boardroom in the domestic departures hall at OR Tambo.

Fully endorsed by BIDAir, as of June 2010, every director within the BIDVest Group will also receive a copy of each edition of **Premier** magazine, and ten copies of each edition will be sent to each head office of the more than 150 companies that form part of the BIDVest Group.

PUBLISHER

African Spirit Media, part of the TCB Group, is a leading publisher of custom titles in the South African travel and leisure market. African Spirit Media has an intimate knowledge of the respective segments in this market, and our extensive portfolio includes in-flight magazines for major airlines, the official guest magazine for The Blue Train, a lifestyle journal for medical professionals, and custom titles for several blue-chip companies and government departments.

African Spirit Media would like to invite you, as one of our premier clients who understands the value of the high-end market, to be part of the success of **Premier** magazine.

“Private banking is targeted at entrepreneurs, business professionals and other individuals, who typically earn an income or at least R1 million per annum or have investable assets in excess of R3 million.”

MATERIAL REQUIREMENTS

SIZE	TRIM (Height x Width)	BLEED (Height x Width)	TYPE (Height x Width)
Double Page Spread (DPS)	297 x 420mm	303 x 426mm	287 x 410mm
Full Page (FP)	297 x 210mm	307 x 220mm	287 x 200mm
Half Page Vertical (HP)	297 x 100mm	307 x 110mm	277 x 85mm
Half Page Horizontal (HP)	145 x 210mm	155 x 220mm	125 x 190mm
Third Page Vertical Strip (TPS)	297 x 70mm	307 x 75mm	287 x 60mm
Third Page Horizontal Strip (TPS)	95 x 210mm	105 x 220mm	85 x 200mm

Additional advertising formats available

• Inserts (Up to 3 pages) • Belly Bands • Gate Folds • Stitch-Ins • Book Marks • Dust Covers
Specs and rates on all of the above available on request

Digital material only, deliver to African Spirit Media or email to mail@tcbpublishing.co.za

Material: print-optimised PDF with fonts and high resolution images (300dpi) embedded upon creating the file in Acrobat 5.0 or higher. Document bleed must be set to 5mm all round. Proof: Hi-res satin sherpa proof. *

* If correct proof is not supplied, African Spirit Media will take no responsibility for colour matching in the final product.

ADVERTISING RATES 2010

DESCRIPTION	1 ISSUE	3 ISSUES (less 5%)	6 ISSUES (less 7.5%)	12 ISSUES (less 10%)
	RATE PER EDITION	RATE PER EDITION	RATE PER EDITION	RATE PER EDITION
Double Page Spread (DPS)	R 32 990	R 31 341	R 30 516	R 29 691
Full Page (FP)	R 21 990	R 20 891	R 20 341	R 19 791
Half Page (HP)	R 14 990	R 14 241	R 13 866	R 13 491
Third Page Strip (TPS)	R 6 990	R 6 641	R 6 466	R 6 291
SHORT SNIPPET	R 6 990			
DPS Advertorial	R 36,990	R 35 141	R 34 216	R 33 291
Full Page Advertorial	R 26 990	R 25 641	R 24 966	R 24 291

PRIME POSITIONS

Inside Front Cover (DPS)	R 36 990	R 35 141	R 34 216	R 33 291
Second Inside Front (DPS)	R 35 990	R 34 191	R 33 291	R 32 391
Outside Back Cover (OBC)	R 28 590	R 27 161	R 26 446	R 25 731
Inside Back Cover (IBC)	R 24 990	R 23 741	R 23 116	R 22 491
Page Next To Editor	R 24 990	R 23 741	R 23 116	R 22 491
Page Next To Contents	R 24 990	R 23 741	R 23 116	R 22 491
Front Cover + 3p Feature	R 59 990			

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

* Prices exclude VAT and include agency commission * Half DPS price on request

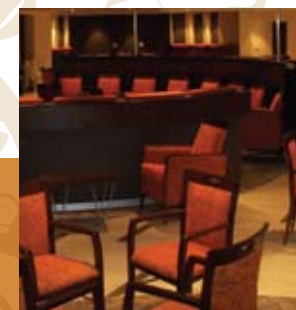
Conditions:

- 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 strip adverts are limited to 12 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 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	EDITORIAL DEADLINE	ADVERT DEADLINE
APRIL 2010	12 MARCH 2010	19 MARCH 2010
MAY 2010	9 APRIL 2010	21 APRIL 2010
JUNE 2010	14 MAY 2010	21 MAY 2010
JULY 2010	11 JUNE 2010	18 JUNE 2010
AUGUST 2010	9 JULY 2010	21 JULY 2010
SEPTEMBER 2010	13 AUGUST 2010	20 AUGUST 2010
OCTOBER 2010	10 SEPTEMBER 2010	17 SEPTEMBER 2010
NOVEMBER 2010	8 OCTOBER 2010	18 OCTOBER 2010
DECEMBER 2010	12 NOVEMBER 2010	19 NOVEMBER 2010
JANUARY 2011	10 DECEMBER 2010	17 DECEMBER 2010
FEBRUARY 2011	14 JANUARY 2011	21 JANUARY 2011

“In the first quarter of 2009, personal shopping accounted for R6.2 billion of foreign expenditure.”



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