

Your free take-home copy - exclusive to Airlink passengers



# skyways™

insight for executives on the move

## ADVERTISING RATES 2018

All rates exclusive of VAT  
Valid as from 01.01.2018

### COMMERCIAL

(Adverts placed amongst editorial content)

	RATE
Full Page	38,460
Double Page	65,220
Half Page	23,810
Double Half Page	40,450
Third Page	18,620

### ADVERTORIAL / KNOWLEDGE PROFILE™

Double Page	71,940
Full Page	41,850

### COVERS

Inside Front (IFC)	53,850
Inside Back (IBC)	48,080
Outside Back (OBC)	59,930

### SPECIAL COVERS

Inside Front Cover Double Page	91,310
--------------------------------	--------

### REQUESTED PRODUCTS

COVER BRAND PARTNERSHIP  
3 Page Inside Front/Inside Back Gatefold Cover (subject to availability)  
Inside Front Cover Spread 4 Page Gatefold (subject to availability)  
Special colours and varnish treatments

### DISTRIBUTION

Monthly on board all 4 500 plus flights and available in airport lounges, private game reserves.

Special distribution to 133 Embassies, Consulates and the diplomatic corp of over 95 countries represented in SA

### SKY | Boutique | Industry | Lounge | DutyFree

(Adverts placed facing adverts)

	RATE
Full Page	23,050
Half Page	13,720
Third Page	9,560
Quarter Page	7,640
Four Modules	5,280
Three Modules	4,070
Two Modules	2,860
One Module	1,680

### PREMIUM POSTIONS SURCHARGE


1 <sup>ST</sup> Double Page	15%
2 <sup>ND</sup> Double Page	13%
Opposite Content	7%
1 <sup>ST</sup> Right Hand Page	10%
Guaranteed Position	10%

### FREQUENCY DISCOUNT

Over a 12 month period are offered as follows:

3 Plus inserts	5%
6 Plus inserts	8%
10 Plus inserts	12%
16 Plus inserts	20%
Pre-Payment discount subject to approval	5%

### Magazine details

Years Published:	23 (since 1995)
Airline - operator:	Airlink (Pty) Ltd
Passengers (per annum):	1,500,000
Audited circulation:	 24,003 (ABC Jan-Mar 2018)
Print Run:	24,500
Frequency:	Monthly
Pagination:	96 plus covers
Format/Binding:	275 x 213mm, perfect bound
Website:	www.skywaysmagazine.co.za www.flyairlink.com

TERMS & CONDITIONS : Please visit our website at [www.panorama.co.za/termsandconditions](http://www.panorama.co.za/termsandconditions)

For more information contact  
Arlene Sanford [Arlene@panorama.co.za](mailto:Arlene@panorama.co.za)  
Ben Banda [Ben@panorama.co.za](mailto:Ben@panorama.co.za)  
Mosadi Teffo [Mosadi@panorama.co.za](mailto:Mosadi@panorama.co.za)  
Tel (011) 468 2090 [Sales@panorama.co.za](mailto:Sales@panorama.co.za)

