



SPOTLIGHT 2019

AIRLINK
skyways

Airlink's Skyways magazine reaches a highly influential group of local, regional and global business and leisure travellers, second to none in terms of decision-making. These are senior executives and professionals – affluent, with **great spending power** and a taste for the better things in life.

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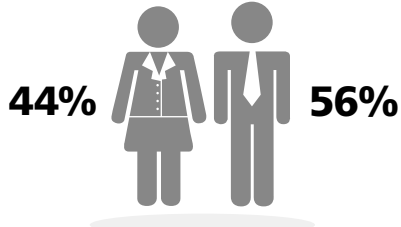
AGE GROUP

85%
24-50+ YEARS



58%
35-50+ YEARS

GENDER



PER YEAR

TOTAL PASSENGERS

1,860,000

DISTRIBUTED MAGAZINES

24,003 PER MONTH



STATUS

70%

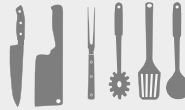
- PROFESSIONAL
- MANAGERIAL

26% SENIOR MANAGEMENT

- CEO
- DIRECTOR
- CHAIRMAN

STATEMENTS BY SKYWAYS READERS

83% LOVE OR LIKE COOKING



88% LOVE OR LIKE HOME IMPROVEMENT / DIY PROJECTS



1 in 5 STRONGLY SUPPORT BUYING LOCAL PRODUCTS WHERE POSSIBLE

87% PREFER TO BUY PRODUCTS THAT ARE KIND TO THE PLANET



56% SAY THEY ARE FINANCIALLY BETTER OFF THAN LAST YEAR



1 in 5 OWN ANTIQUES



25% OWN ARTWORK OR PAINTINGS

73% Have a diploma, degree or post-grad degree

WEALTH & FINANCES



41%

OF OUR READERS ARE A PRIVATE BANKING CLIENT



59%

HAVE BOUGHT INVESTMENTS

35%

OWN SHARES

63%

EARN ABOVE LSM 10 PERSONAL INCOME

31%

HAVE INVESTED IN RESIDENTIAL PROPERTY IN THE PAST YEAR

AVERAGE INCOME PER MONTH



R67,730

37 destinations in 9 African countries + St Helena



4 500+ Flights per month
170+ Flights per day

LIFESTYLE ACTIVITIES

44%

Actively walk or hike as an outdoor activity pastime activities



33%

Are pursuing photography



33%

Actively garden



30%

Spend time on DIY



19%

Enjoys fly-fishing & playing golf

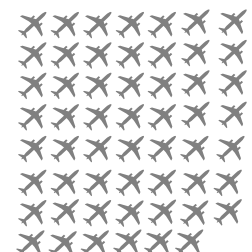


70%

Subscribe to DSTV

60

AIRCRAFT IN OPERATION



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AS OF MAY 2018