

 AIRLINK
skyways
insight for executives on the move

2021
MEDIA KIT

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CONTENT | PASSION | KNOWLEDGE

INTERLINE PARTNERS

AIR FRANCE BRITISH AIRWAYS Emirates **KLM** Lufthansa QATAR AIRWAYS SWISS United Airlines



SKYWAYS AIRLINK'S INFLIGHT MAGAZINE

- Airlink is **privately owned** and is the **largest independent regional airline** in Southern Africa, linking more customers to the smaller towns, cities and regional centres than any other local airline.
- Travelers on Airlink are the **business elite**, senior business professionals and decision-makers who are affluent with great spending power and a taste for the finer things in life. With the 6 new interline agreements now in place, Airlink travelers will include **international travelers** flying for both business and leisure.
- Airlink have entered into interline agreements with Emirates, KLM, Air France, BA, United and Qatar Airways. Passengers from across the world can connect via Cape Town and JHB to Airlink's more than 32 regional destinations in Southern Africa.
- Skyways reaches these travelers in a **captive environment**.
- Pre-lockdown, Airlink flew to **39 destinations** with over 5 250 flights per month, moving **2 000 000** business travelers annually on more than 63 000 flights. Already, we have new routes not previously serviced, eg. Maputo, Dar es Salaam and Lubumbashi to name a few. We will continue to identify new routes.
- Currently Airlink is already flying to **32 Southern African destinations** operating on average 104 daily flights.
- By mid 2021, Airlink will be bigger and better than ever.
- Despite fluctuations in the country's economy as well as the devastating effects of lockdown, Airlink has shown **financial growth** in the 29 years of its existence and is a solid, robust business.
- Airlink is a privately-owned, **BBBEE Level 4** business now operating independently under its own **unique 4Z flight code** offering more freedom, more choices and more travel opportunities.

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SPOTLIGHT 2021

AIRLINK IS PRIVATELY OWNED AND IS A SOLID, SUCCESSFUL BUSINESS.

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.

LEVEL 4 BBBEE



AGE GROUP

85%
24-50+ YEARS

58%
35-50+ YEARS



GENDER

44%  56% 
PER YEAR

TOTAL PASSENGERS ALMOST **2,000,000**

DISTRIBUTED MAGAZINES (JAN-MARCH 2020)
27,377
PER MONTH
E-EDITION (JULY-SEP 2020)
81,091



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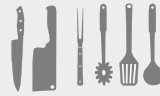
STATUS

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



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 PRIVATE BANKING CLIENTS

59%

HAVE BOUGHT INVESTMENTS

35%

OWN SHARES

63%

EARN ABOVE LSM 10 PERSONAL INCOME

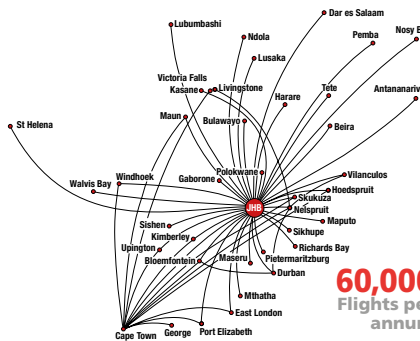
31%

HAVE INVESTED IN RESIDENTIAL PROPERTY IN THE PAST YEAR

AVERAGE PERSONAL INCOME PER MONTH 
R67,730

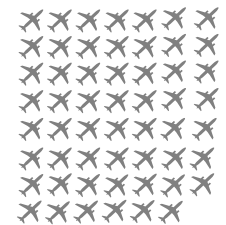


+55 routes in 9 African countries and St Helena Island



60,000 Flights per annum

60
AIRCRAFT



COPIES REPLENISHED EVERY FLIGHT

TO ADVERTISE

- email: gill@panorama.co.za
- call: +27 11 468 2090
- web: panorama.co.za

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Source: BrandMapp

AIRLINK CURRENT DESTINATIONS/SUBJECT TO CHANGE AS LOCKDOWN LEVELS EASE

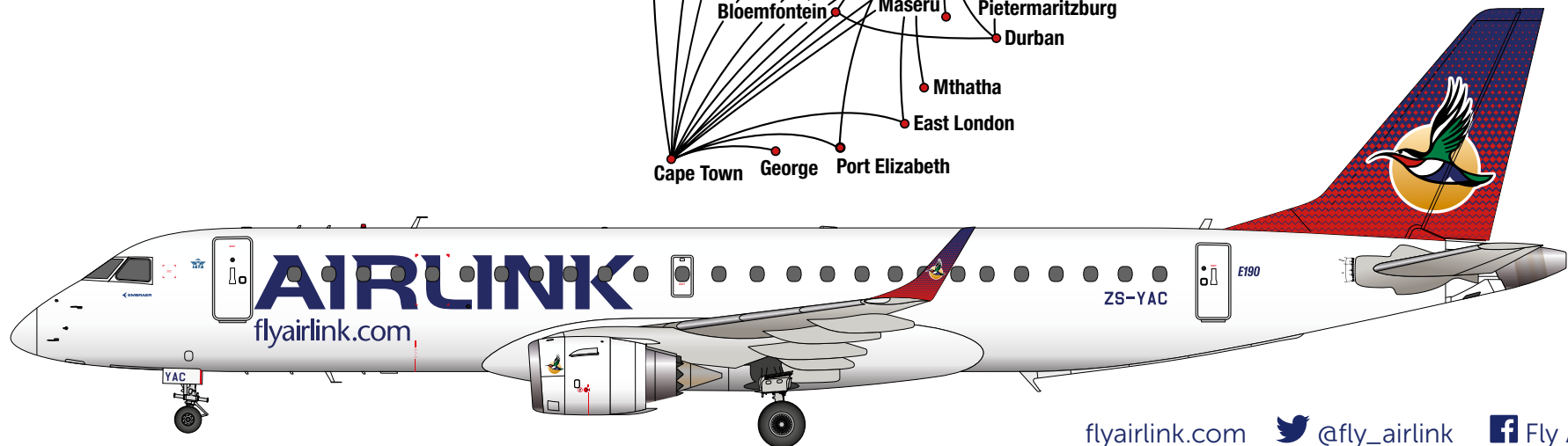
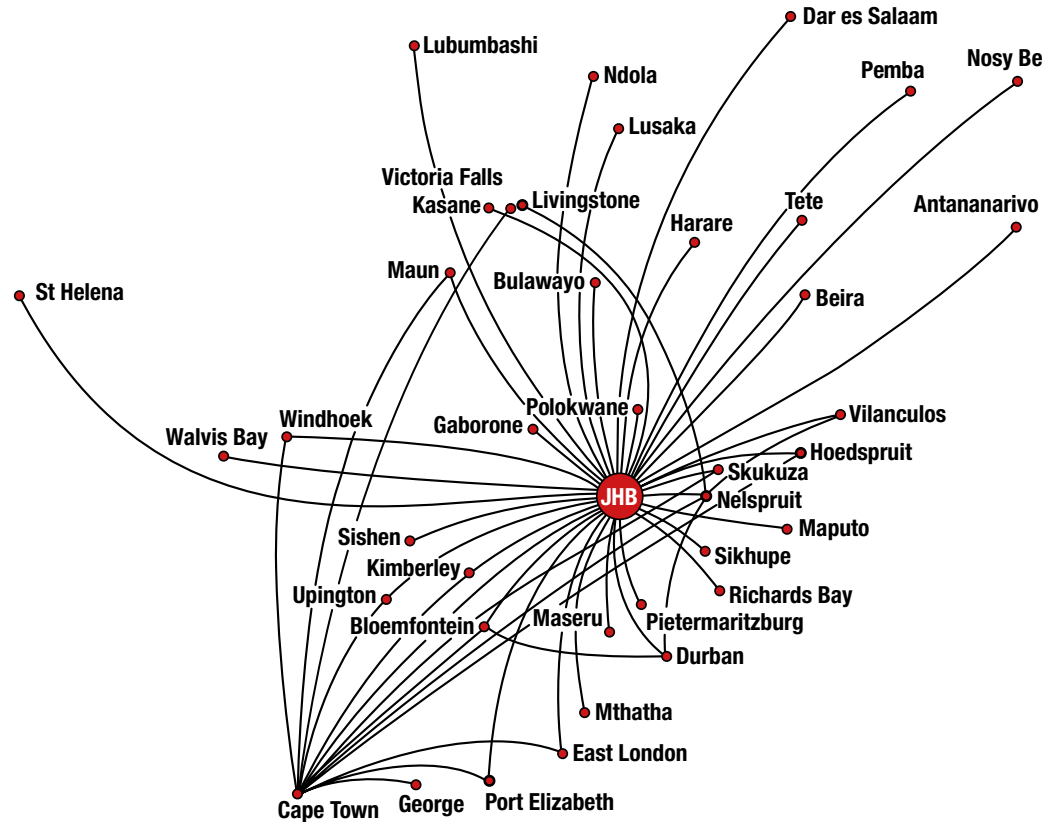
40 Southern African destinations.

Our fleet

Embraer E-Jet 190: 98 seats
 6 Business class - seat configuration 1 and 2
 92 Economy class - seat configuration 2 and 2

Embraer E-Jet 170: 74 seats
 6 Business class - seat configuration 1 and 2
 68 Economy class - seat configuration 2 and 2

Embraer 135: 37 Seats
 Embraer 140: 44 Seats



flyairlink.com @fly_airlink Fly Airlink

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ADVERTISING DEADLINES

ISSUE	BOOKING	ADVERTORIAL AD MAKE UP	AD MATERIAL
JANUARY 2021	20 NOV 2020	09 NOV 2020	02 DEC 2020
FEBRUARY 2021	14 DEC 2020	18 DEC 2020	10 JAN 2021
MARCH 2021	21 JAN 2021	19 JAN 2021	04 FEB 2021
APRIL 2021	19 FEB 2021	12 FEB 2021	02 MAR 2021
MAY 2021	17 MAR 2021	17 MAR 2021	30 MAR 2021
JUNE 2021	13 APR 2021	15 APRIL 2021	29 APR 2021
JULY 2021	19 MAY 2021	18 MAY 2021	28 MAY 2021
AUGUST 2021	24 JUNE 2021	22 JUNE 2021	07 JULY 2021
SEPTEMBER 2021	20 JULY 2021	23 JULY 2021	16 JULY 2021
OCTOBER 2021	17 AUG 2021	17 AUG 2021	27 AUGUST 2021
NOVEMBER 2021	06 OCT 2021	23 SEPT 2021	08 OCT 2021
DECEMBER 2021	21 OCT 2021	20 OCT 2021	02 NOV 2021
JANUARY 2022	19 NOV 2021	09 NOV 2021	02 DEC 2021
FEBRUARY 2022	13 DEC 2021	15 DEC 2021	10 JAN 2022
MARCH 2022	20 JAN 2022	19 JN 2022	04 FEB 2022

MISSED OUR BOOKING DEADLINE, TALK TO US ABOUT BOOKING YOUR AD IN THE DIGITAL EZINE



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MATERIAL SPECIFICATIONS

All sizes are width x height in millimeters.

Bleed and Type are 5mm all round for all Commercial Adverts. For all DPS and 1/2 DPS, 10mm gutter area should be allowed.

Ensure that ink coverage is not greater than 240% for Rich Blacks. <http://www.prepressure.com/design/basics/rich-black>

COMMERCIAL

DPS (DOUBLE PAGE SPREAD)

TRIM	420mm X 275mm
BLEED	430mm X 285mm
TYPE	400mm X 255mm

HALF PAGE VERTICAL

TRIM	105mm X 92mm
BLEED	115mm X 285mm
TYPE	85mm X 255mm

THIRD PAGE VERTICAL

TRIM	70mm X 275mm
BLEED	80mm X 285mm
TYPE	50mm X 255mm

FULL PAGE

TRIM	210mm X 275mm
BLEED	220mm X 285mm
TYPE	190mm X 255mm

HALF PAGE HORIZONTAL

TRIM	210mm X 137mm
BLEED	220mm X 147mm
TYPE	190mm X 117mm

THIRD PAGE HORIZONTAL

TRIM	210mm X 92mm
BLEED	220mm X 102mm
TYPE	190mm X 72mm

MARKET PLACE

FULL PAGE	180mm X 245mm
HALF PAGE HORIZONTAL	180mm X 121mm
HALF PAGE VERTICAL	88mm X 245mm
THIRD PAGE HORI	180mm X 78mm
QUARTER PAGE	88mm X 121mm
FOUR MODULES HORI	180mm X 78mm

FOUR MODULES BLOCK	88mm X 78mm
THREE MODULE HORI	134mm X 37mm
THREE MODULE VERT	42mm X 121mm
TWO MODULES HORI	88mm X 37mm
TWO MODULES VERT	42mm X 79mm
ONE MODULE	42mm X 37mm

PLEASE NOTE:

- All material supplied by clients or agencies will be accepted as FINAL and SIGNED OFF.
- Contract bookings will automatically repeat material unless supplied with new material or instructed otherwise in writing by material deadline.
- Panorama Media Corp will check the provided material, but will not accept responsibility for omissions, losses or errors on any supplied material.
- Ad rates exclude any material make-up cost.
- Advertising make-up and studio facilities are available on request.

ADVERTISING MATERIAL WILL ONLY BE ACCEPTED IN THE FOLLOWING FORMATS:

- Adobe Acrobat PDF (X1a or version 1.3).
The PDF should be pre-flighted and verified before submission.
- Images must be supplied as JPG or TIFF at 300 dpi.
- Images must be supplied as CMYK.
- Body Copy/Text must be supplied as PLAIN BLACK and not full CMYK Black.
- Please supply a printed proof for reference.
- Supplied material may be supplied on CD-ROM or DVD.
- An actual size colour reference, IRIS/digital proof of the same PDF/X1a must be supplied for quality purposes.

Material can be sent via WEBSSEND, ADSEND, WETRANSFER or email juanita@panorama.co.za

All images must be a minimum of 300 dpi (high resolution.)

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PRIME POSITIONING COVERS

OUTSIDE FRONT (OFC)	POR
INSIDE FRONT (IFC) DPS	R94,970
INSIDE BACK (IBC)	R50,010
OUTSIDE BACK (OBC)	R59,190

COMMERCIAL

FULL PAGE	R39,990
DOUBLE PAGE	R67,830
HALF PAGE	R24,770
DOUBLE HALF PAGE	R42,070
THIRD PAGE	R19,370

ADVERTORIAL

ADVERTORIAL / KNOWLEDGE PROFILE™	
DOUBLE PAGE	R74,820
FULL PAGE	R43,530

* Advertorials include standard production

2021 ADVERTISING RATES

DIRECTORY

MARKET PLACE SECTION

FULL PG COLOUR	R25,180
HALF PG COLOUR	R14,990
THIRD PG COLOUR	R10,450
QUARTER PAGE (6 MODULES)	R 8,350
FOUR MODULES BLOCK	R 5,780
FOUR MODULES HORIZONTAL	R 5,780
THREE MODULES VERTICAL	R 4,460
TWO MODULES HORIZONTAL	R 3,130
TWO MODULES VERTICAL	R 3,130
ONE MODULE	R 1,840

* All rates exclude VAT and agency commission

Terms and conditions

Please visit our website at www.panorama.co.za/termsandconditions

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