

skyways™

insight for executives on the move



AIRLINK



2022 MEDIA KIT

panorama
media^{CORP}
CONTENT | PASSION | KNOWLEDGE

SKYWAYS

AIRLINK'S INFLIGHT MAGAZINE



- Airlink, the biggest airline in South Africa, flies to 45 destinations across 13 African countries plus St Helena Island. This is the widest route network in the country and throughout southern Africa. Moving in excess of 3 000 000 passengers annually and growing. In April 2022, Airlink flew 260 000 passengers. Already exceeding the number of passengers prior to lockdown.
- Airlink is privately owned, and is a financially sound and robust airline. To date, Airlink has signed up 18 codeshare and interline agreements with global airlines such as Emirates, Qatar, KLM, United Airlines. This means that travellers can book one ticket seamlessly, land in JHB or CT, and connect to their final destination within southern Africa.
- Skyways, Airlink's inflight magazine, is a valuable communication tool aboard the aircraft. The magazine is available in the seat pocket, and is also available as a digital download and is sent to Airlink's database.
- Travellers 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.
- Airlink is a privately-owned BBBEE level 5 business and regional airline, serving a comprehensive network of smaller destinations throughout southern Africa. Airlink operates independently under a unique 4Z flight code, offering customers more freedom, more choices and more travel opportunities.
- As a reflection of Airlink's unwavering commitment to put their customers first, providing excellent service, Airlink's on-time performance consistently better than 95%.
- Airlink has just launched its new FlyAirlink App, giving travellers a convenient platform to plan, book and manage their flights or download the inflight magazine on their smartphones. The app is compatible with IOS and Android devices, and can be downloaded from the Apple App Store and Google Play Store.



Airlink, the largest and most reliable airline connecting you to over 45 destinations in southern Africa.



SPOTLIGHT 2022

AIRLINK IS PRIVATELY OWNED AND IS A SOLID, SUCCESSFUL BUSINESS.
LEVEL 4 BBBEE

AGE GROUP

85%
24-50+ YEARS

58%
35-50+ YEARS



GENDER



PER
YEAR

**TOTAL
PASSENGERS**

in
excess

3 000 000

PER
MONTH

DISTRIBUTED MAGAZINES

30 000

E-EDITION

140 000

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



45

destinations in
13 African countries



60,000
Flights per
annum

LIFESTYLE ACTIVITIES

44%

Actively walk or
hike as an outdoor
activity



33%

Are pursuing
photography



33%

Actively garden



30%

Spend time on DIY



19%

Enjoy fly-fishing
and playing golf



70%

Subscribe to DStv

Source: BrandMapp

50

COMMERCIAL
JETLINERS

TO ADVERTISE

- email: gill@panorama.co.za
- call: +27 83 455 2397
- web: panorama.co.za

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.



AIRLINK AIRLINE PARTNERS

Airlink have signed Code share and Interline Agreements with 18 global carriers. This enables international passengers to book one ticket from their original destination, to either JHB or Cape Town and reconnect seamlessly via Airlink, from there to their choice of 45 destinations within southern Africa.





PRIME POSITIONING

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

COVERS

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

2022 ADVERTISING RATES

MARKET PLACE (DIRECTORY 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

Please refer to previous page Material Specifications for size specs of each module

Terms and conditions

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

Connecting you to the widest network

More business and
leisure 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

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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

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 gill@panorama.co.za

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

MARKET PLACE (DIRECTORY SECTION)

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

ADVERTISING DEADLINES

ISSUE	BOOKING	ADVERTORIAL AD MAKE UP	AD MATERIAL DEADLINE
JANUARY 2022	10 NOV 2021	17 NOV 2021	24 NOV 2021
FEBRUARY 2022	10 DEC 2021	17 DEC 2021	04 JAN 2022
MARCH 2022	20 JAN 2022	27 JAN 2022	03 FEB 2022
APRIL 2022	17 FEB 2022	24 FEB 2022	03 MAR 2022
MAY 2022	15 MAR 2022	22 MAR 2022	29 MAR 2022
JUNE 2022	15 APR 2022	22 APR 2022	03 MAY 2022
JULY 2022	19 MAY 2022	26 MAY 2022	02 JUN 2022
AUGUST 2022	15 JUN 2022	28 JUN 2022	30 JUN 2022
SEPTEMBER 2022	20 JUL 2022	27 JUL 2022	02 AUG 2022
OCTOBER 2022	23 AUG 2022	30 AUG 2022	06 SEP 2022
NOVEMBER 2022	22 SEP 2022	29 SEP 2022	07 OCT 2022
DECEMBER 2022	21 OCT 2022	27 OCT 2022	03 NOV 2022
JANUARY 2023	09 NOV 2022	16 NOV 2022	23 NOV 2022
FEBRUARY 2023	08 DEC 2022	13 DEC 2022	06 JAN 2022
MARCH 2023	20 JAN 2023	27 JAN 2023	03 FEB 2023

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



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Johannesburg: GPS Co-ordinates: 26°6' 1" S, 28° 4' 9" E

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