

Skyways Magazine



Airlink's exclusive inflight magazine – insight for executives on the move.

Airlink gets you where you need to be. Skyways keeps your mind engaged along the way. It's top, tailored content that is available on board all our aircraft (in the seat pockets), as well as at check-in counters and in

airports' VIP and Business lounges. Digitally, Skyways is available to be downloaded onto your phone, tablet or laptop when booking or pre-boarding the aircraft, or via the Airlink booking app.

30 minutes: average time spent reading the magazine per customer

Over **90% of business customers** read **printed premium** in-flight magazines onboard the aircraft, as per a recent Harris Poll.

Why advertise in Skyways Inflight Magazine?

Skyways inflight magazine advertising provides a unique opportunity for media buyers and brand owners. It's a quality publication used by prestigious, high-end brands to support their advertising campaigns.

Inflight magazine advertising is a proven method to target the frequent flyer/business traveller market – high-earners, decision-makers and opinion leaders. An aircraft cabin provides a captive audience in a receptive environment: the perfect opportunity to promote your brand.

In excess of **3 million customers** flown per year

Skyways Magazine's upmarket, valuable and captive readership appeals to advertisers across all sectors, including luxury goods makers, car manufacturers, beauty and fashion brands, global and local destinations as well as B2B and corporate services.

We connect your brand, products or services to over 3,000,000 executive travellers in Southern Africa.

Interested or at least slightly curious?

Then talk to us – we have successfully created campaigns and connected thousands of businesses to our premium readers over the past 30 years.

Africa and the world is starting to move again and we are here with you to start conversations that matter.

For more information call Gill Johnston
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