

SAWUBONA

WINNER BEST AIRLINE AFRICA

SOUTH AFRICAN AIRWAYS
A STAR ALLIANCE MEMBER



Africa's Leading
Inflight Magazine

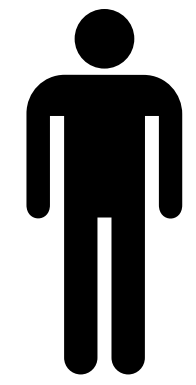


A WARM
SOUTH AFRICAN
WELCOME!

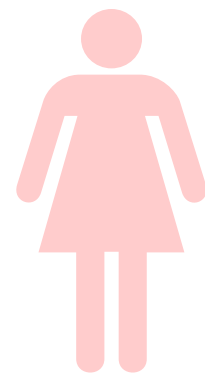
MEDIA KIT 2020

Sawubona is the in-flight magazine for South African Airways.

DEMOGRAPHICS



54% MALE



46% FEMALE

PASSENGERS PM AVERAGE

41% DOMESTIC TRAVELLERS

34% REGIONAL TRAVELLERS

25% INTERNATIONAL TRAVELLERS

407 951 PASSENGERS PM

BUSINESS CLASS



49 601

ECONOMY CLASS



358 350



DESTINATIONS



19
DESTINATIONS
ON THE
AFRICAN
CONTINENT

SAA OPERATES FROM 32 DESTINATIONS IN 22 COUNTRIES ACROSS THE GLOBE

OUR DOMESTIC MARKET HAS AN EXTENSIVE SCHEDULE WITH A TOTAL 290 FLIGHTS PER WEEK BETWEEN JOHANNESBURG, CAPE TOWN, DURBAN, EAST LONDON AND PORT ELIZABETH

REGIONALLY, SAA OFFERS 19 DESTINATIONS ACROSS THE AFRICAN CONTINENT

INCLUDING Abidjan, Accra, Blantyre, Dakar, Dar es Salaam, Entebbe, Harare, Kinshasa, Lagos, Lilongwe, Livingstone, Luanda, Lusaka, Maputo, Mauritius, Nairobi, Ndola, Victoria Falls and Windhoek

ABOUT SOUTH AFRICAN AIRWAYS

South African Airways (SAA) is the leading carrier in Africa, serving 57 destinations, in partnership with SA Express, Airlink, and its low-cost carrier, Mango, within South Africa and across the continent, and nine intercontinental routes from its Johannesburg hub. It is a member of the largest international airline network, Star Alliance. SAA's core business is the provision of passenger airline and cargo transport services together with related services, which are provided through SAA and its wholly owned subsidiaries.

SAA's international network creates links to all major continents from our country through 10 direct routes and code-share flights, with daily flights from **Johannesburg, Frankfurt, Hong Kong, London (Heathrow), Munich, New York (JFK), Perth, Sao Paulo and Washington DC (Dulles)**. SAA has code-share agreements with 23 other airlines across the markets we serve.

SAA IS A MEMBER OF STAR ALLIANCE WHICH OFFERS MORE THAN 19 000 DAILY FLIGHTS TO 1 250 AIRPORTS IN 193 COUNTRIES

SAA HAS WON SKYTRAX BEST AIRLINE IN AFRICA AWARD IN THE REGIONAL CATEGORY FOR 15 CONSECUTIVE YEARS.

ADVERTISING RATES 2020



Full Page	R55 000
Double Page Spread	R99 000
Inside Front Cover DPS	R125 000
Inside Back Cover	R65 000
Outside Back Cover	R85 000
Full Page Advertorial content supplied	R55 000
Full Page Advertorial incl photo shoot*	R60 000
Half Page (Horizontal or Vertical)	R33 000
Quarter Page - Market Place	R15 000
DISCOUNTS	
2-3 insertions	Standard rate, less 5%
4-6 insertions	Standard rate, less 7,5%
7-9 insertions	Standard rate, less 10%
10-12 insertions	Standard rate, less 12,5%
13+ insertions	Standard rate, less 15%

All rates exclude agency commission & VAT
 *Rate include half day photography, one model, hair and make-up, studio fee and production/design.



DIGIMAG
 PRINT+DIGITAL
R55 000
 (FPFC)



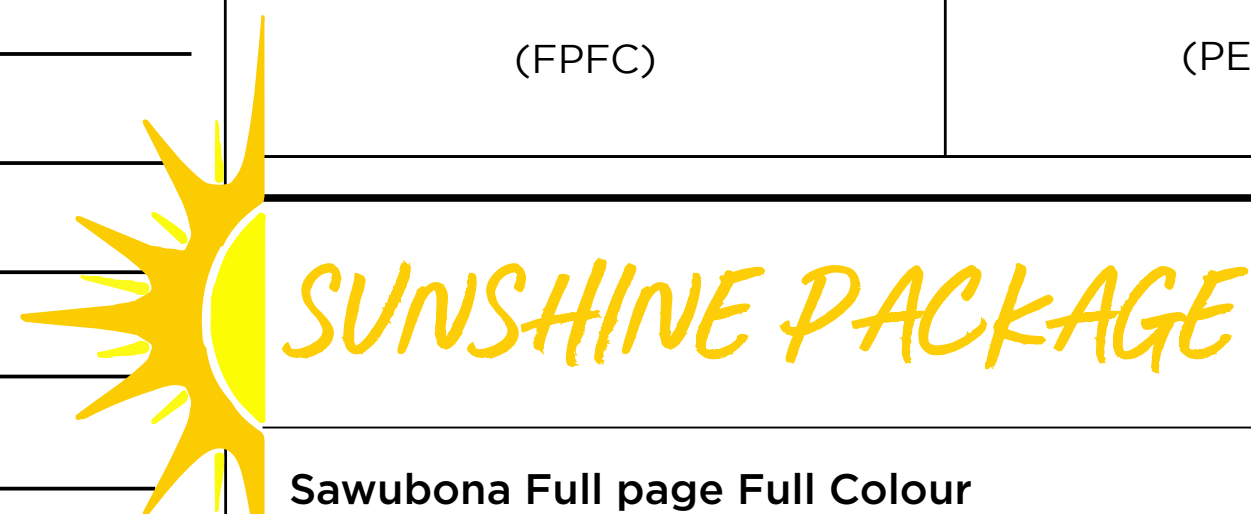
ROTATING
 BANNERS
R5 500
 (PER BANNER)



EMBEDDED
 VIDEOS
R15 000
 (PER 30 SEC VIDEO)

FACEBOOK
 15 608
 TWITTER
 4 081
 INSTAGRAM
 3 195

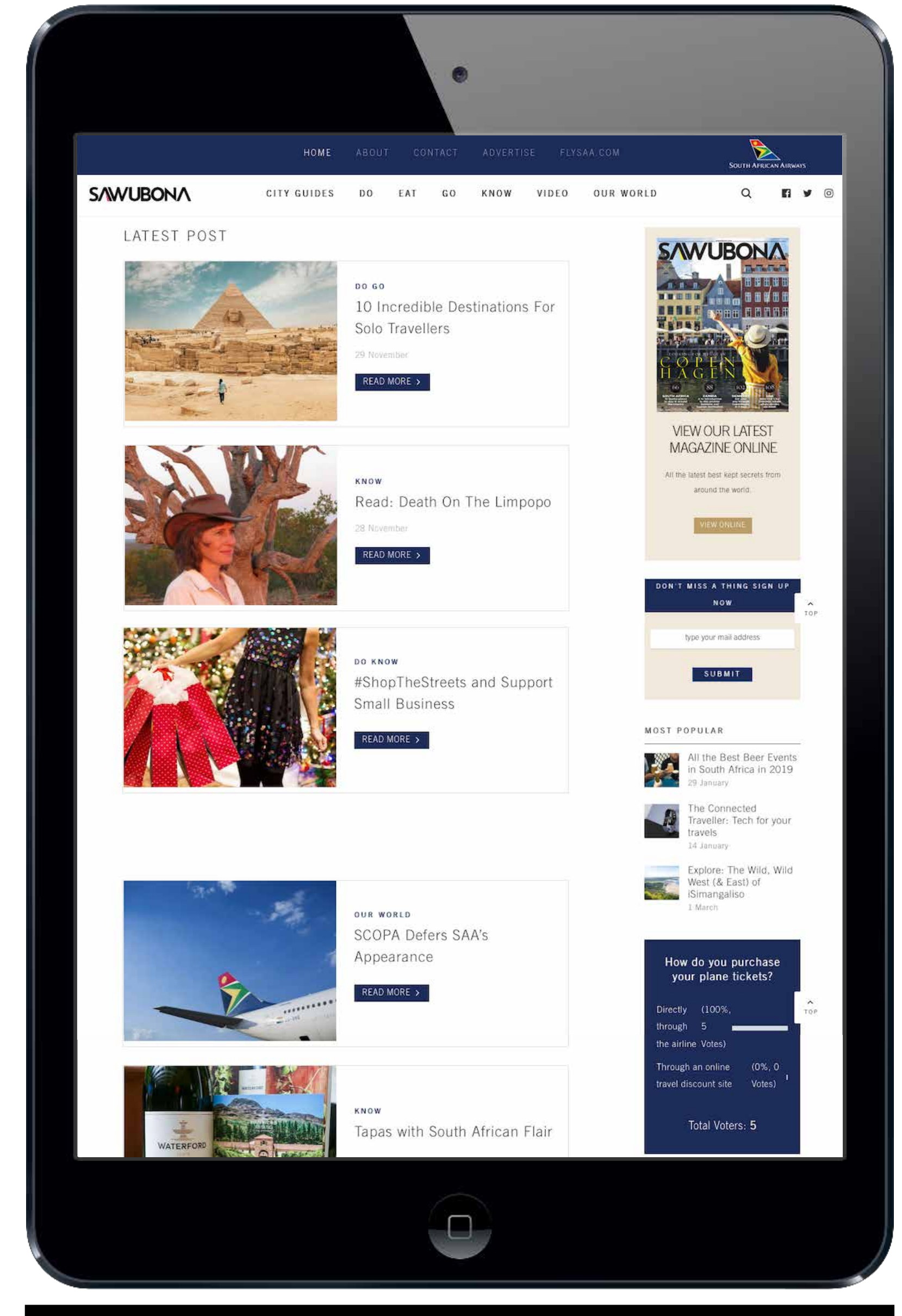
SOCIAL
 MEDIA
R5 500
 (ACROSS ALL PLATFORMS)



SUNSHINE PACKAGE	R69 000
Sawubona Full page Full Colour	R 45 000
Sawubona Digimag with Hyperlinks to Advertise: Email/Website www.saasawubona.com www.flysaa.com	R 0
Sawubona Embedded Video: www.flysaa.com ; www.saasawubona.com	R 14 000
Rotating Banner: www.saasawubona.com	R 5 000
Social Media: Twitter@ sawubonasaa Instagram@ sawubonasaa Facebook: Facebook.com/sawubonasaa	R 5 000

STATISTICS

STATISTICS: SAWUBONA						
PERIOD: JANUARY TO AUGUST 2019 (FIGURES ARE AVERAGED, SUPPLIED BY SAA)						
SAWUBONA MAGAZINE:						
Print Run (ABC) Q2 2019	68416					
Circulation: Monthly						
WEBSITE VISITORS:						
Sawubona www.saasawubona.com	3116	1%				
SAA www.flysaa.com	548 767	99%				
Total Website Visitors	551 883	100%				
AIRCRAFT PASSENGER BOOKINGS:						
	Total Bookings		Business		Economy	
Domestic	166 973	41%	16 661	10%	150 313	90%
Regional	140 503	34%	16 800	12%	123 703	88%
International	100 475	25%	16 141	16%	84 335	84%
Total Passenger bookings ave per month	407 951	100%	49 601	12%	358 350	88%
CHECK-INS:						
Mobile	69 340	41%				
Web/Online	100 500	59%				
Total Check-Ins via Mobile/Online	169 839	100%				
Ave per week	42 460					
SOCIAL MEDIA:						
Twitter	4 081	18%				
Instagram	3 195	14%				
Facebook	15 608	68%				
Total Social Media	22 884	100%				



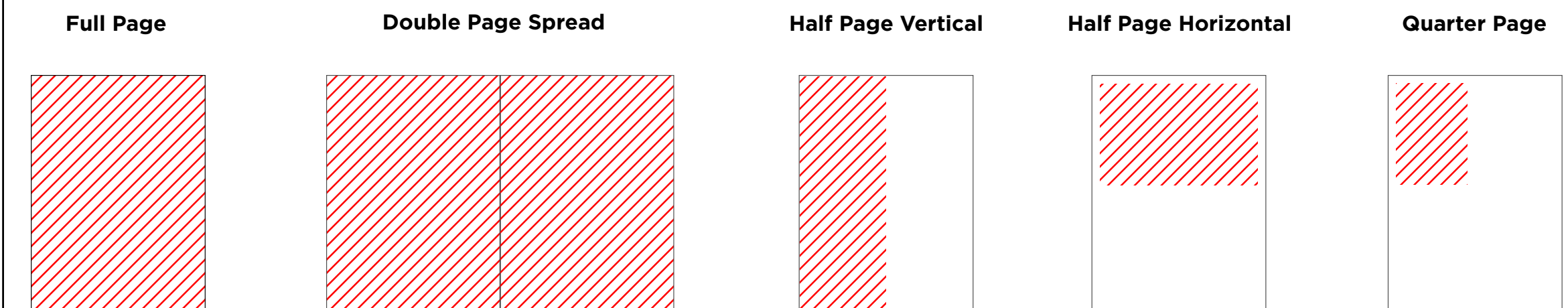
DEADLINES

ISSUE	MATERIAL DEADLINE
JANUARY 2020	02/12/19
FEBRUARY 2020	07/01/20
MARCH 2020	04/02/20
APRIL 2020	05/03/20
MAY 2020	01/04/20
JUNE 2020	04/05/20
JULY 2020	01/06/20
AUGUST 2020	03/07/20
SEPTEMBER 2020	31/07/20
OCTOBER 2020	07/09/20
NOVEMBER 2020	05/10/20
DECEMBER 2020	02/11/20

NOTE: All deadlines to be strictly adhered to.

MATERIAL SPECIFICATIONS (HEIGHT X WIDTH) 10mm BLEED

	Full Page	Double Page spread	Half Page vertical	Half Page horizontal	Quarter Page
TRIM	276mm x 210mm	276mm x 210mm (Supply 2 x FP)	276mm x 105mm	138mm x 210mm	138mm x 105mm
BLEED	286mm x 220mm	286mm x 220mm	286mm x 115mm	148mm x 220mm	148mm x 115mm
TYPE	256mm x 190mm	256mm x 190mm	256mm x 95mm	118mm x 190mm	118mm x 85mm



MATERIAL REQUIREMENTS

Advert supplied in PDF/X-1a format in high res of 300 dpi and sent via ADSTREAM or MEDIASEND. A digital proof at 100% of the very same PDF/X-1a file must be supplied for colour purposes.

If a colour proof is not supplied the printer/publisher will not accept responsibility for the colour validity of the printed result.

Convert all type to paths if using Corel Draw, Illustrator etc., or create outlines if using InDesign.

Note that a fee will be charged to send ads via Adstream or Mediasend.

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