

places

Rate Card 2020



Our destinations



	fastjet bases		Federal Airlines bases
	fastjet destinations		Federal destinations
	fastjet routes		Federal shuttle routes
	fastjet seasonal routes		Federal charter routes

fastjet



Federal Airlines



fastjet

Who we are

fastjet is a multi-award-winning value African airline that began flight operations in 2012. Their awards include, Leading African Low-Cost Carrier World Travel Awards 2016, 2017, 2018 and 2019, and Skytrax World Airline Awards Best Low-Cost Airline in Africa 2017. Today, fastjet connects Zimbabwe by flying between Harare and Victoria Falls, Harare and Bulawayo, and from Harare to Victoria Falls. They also offer flights from Harare and Victoria Falls to Johannesburg in South Africa.

Who are our Readers..

Predominantly 'young aspirational Africans with disposable income'.

41%



BUSINESS TRAVEL

CEO's, principals, junior and middle management, professionals and independents

59%



LEISURE TRAVEL

Visiting friends and family, study, international tourists



60%
MALE



40%
FEMALE



PRINT RUN

minimum 3000

READERSHIP

± 51 000

FREQUENCY BI-MONTHLY

Social media followers

1 million +

Inc. Facebook, Instagram and Twitter



Target Market

Fastjet is a value-driven airline that endeavors to make air travel accessible and affordable to everyone in the markets that it serves.



Fastjet also offers fantastic sale promotions from time to time. Follow us on Facebook, Twitter and Instagram to be the first to know about these unmissable promotions. Please note that sale fares are limited, and if you can't find it on the site, then it's sold out. If there are no sale fares for your preferred route, then remember to book your trip in advance to find the lowest available fares.



How many planes Fastjet has in their fleet currently and what kind of planes?

4, All Embraer 145

Amount of flights per month

445



Federal Airlines

Who we are

Federal Airlines is one of the most multi-faceted aviation companies in South Africa. Federal Airlines innovated the service of doing guest shuttles out to some of Africa's most stunning luxury safari lodges in the 90's. We have since partnered with world leaders in luxury safari experiences as part of their commitment to raise the bar in bespoke aviation. As a result we have become renowned for delivering a unique and seamless travel experience unparalleled on the market. There are two aspects to Federal Airline's offering. We offer shuttle services to luxury safari lodges and charter services. We also offer highly customizable charter flights for both business and leisure travelers.

10%



BUSINESS TRAVEL
CEO's, principals, junior and middle management, professionals and independents

90%



LEISURE TRAVEL
Visiting friends and family, study, international tourists



50%
MALE



50%
FEMALE



FED AIRLINES

Passengers per month

4000
per month



12 000
per issue

Target Market



Global top-end VIP travellers looking for a luxury African Safari experience, choosing a door-to-door unique service offered by FedAir.

Routes



RATES & SPECIFICATIONS

ADVERTISING RATES

REGULAR POSITIONS

Full page	R19 500
Double page spread (DPS)	R30 000
Half page vertical	R11 500
Half page horizontal	R11 500
Quarter block (classifieds)	R7 000

PREMIUM POSITIONS

Outside back cover	R22 500
Inside back cover	R20 500
Inside front cover	R21 500
Inside front cover DPS	R35 000

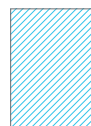
SPECIAL DISCOUNTS

2 – 3 INSERTIONS	10%
4 – 5 INSERTIONS	15%
6 + INSERTIONS	20%

ARTWORK SPECIFICATIONS

(MM) HEIGHT x WIDTH

Full page
Trim: 276 x 210
Type: 256 x 190
Bleed: 286 x 220



DPS
Supply two single pages
Inside front cover DPS
Supply two single pages



Half page horizontal
Trim: 138 x 210



Half page vertical
Trim: 276 x 105
Bleed: 286 x 115



Quarter block
Trim: 138 x 105
Bleed 290 x 101.5



Material Delivery

Bradley Boulton

bradley.boulton@
mikatekmedia.co.za
084 732 9744
021 417 1164

Adstream

Danny Hodden
011 799 7846
ads.za@adstream.co.za

Adsend

Technical support
011 712 5700
support@adsend.co.za

Material requirements

- Material is to be supplied in PDF format.
- CMYK colour and high-res of 300 DPI.
- No ads will be accepted via email.
- A digital colour proof of the same ad is to be supplied for colour purposes. If colour proof is not supplied, the printer/publisher will not accept responsibility for the colour validity of the printed result.
- Note that a fee will be charged to send ads via Adstream or Adsend.

MONTH

February / March / April 2020
May / June / July 2020
August / September / October 2020
November / December / January 2021

MATERIAL DEADLINE

9 January
10 April
11 September
12 October



fastjet Contact

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GLENDAL KULP

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TAFADZWA SHAYAWABAYA

ADVERTISING SALES EXECUTIVE

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Alternative Payment Details for Zimbabwean Clients:

BANK:	NMB BANK
BRANCH:	ANGWA CITY
BRANCK CODE:	11102
A/C NO:	0000020230444
SWIFT CODE:	NMBLZWHX
ACCOUNT HOLDER:	FASTJET ZIMBABWE LIMITED
IBAN:	N/A
CURRENCY:	ZWL
REFERENCE:	(PLACES/COMPANY NAME)

places

