

2011 MEDIA PACK



2011 Features

January	<ul style="list-style-type: none"> • Buying business travel: A look at the major players in the corporate travel industry: • Global hubs: A look at areas that are being used as hubs, what the benefits are and how they are changing business travel globally • Corporate Executive Apartments versus traditional hotels
February	<ul style="list-style-type: none"> • Hotel groups in Africa • A-Z of BTAfrica.co.za: A guide to using our online business travel portal • Navigating the way: A round up of the latest GPS models
March – The Auto Edition	<ul style="list-style-type: none"> • Automotives: A comprehensive motoring and car rental guide for the corporate traveller • Recommended dining for 2011: Top dining options across the continent • Loyalty programmes: A useful guide to travel loyalty programmes including the latest updates and benefits
April – The Aviation Edition	<ul style="list-style-type: none"> • African aviation: A one-stop, must-read on business aviation in Africa. From charter, first class, business, full economy through to low cost. • The low cost airline offer - More than just the flight:
May	<ul style="list-style-type: none"> • African networks & operators: Our annual feature of the network options available across the continent • Lap it up: A roundup of the latest and best laptops available on the market • Sports Incentives: A look at different sports incentive packages available • Travel insurance: What can go wrong (we give examples) – and then a look into what is needed when purchasing travel insurance
June	<ul style="list-style-type: none"> • Business hotels: A look at some of the newest business hotels to open in South Africa's major business centres • Look sharp! Business travellers need to look the part all the time, we find out what business attire is best 'suited' to travel. • Reducing Carbon Foot prints in Travel

July	<ul style="list-style-type: none"> • Rail travel for corporate in and out of South Africa and beyond • Gamble for Africa: Explores Africa's leading casinos and the options available to after hour entertainment seekers • Travel goodies: A look at the latest in travel goodies
August – The women's edition	<ul style="list-style-type: none"> • Women in business travel: Profiles of the industry's female decision makers • Spas for Africa: A roundup of some of the top spas in Africa • Premium travel: A look at what airlines offer in business and first class
September	<ul style="list-style-type: none"> • Corporate Golf and Golf Days: A look at the various options and courses available for both the individual game and the corporate golf day. • Luggage: A look at the best luggage available to business travellers • Air Charter
October	<ul style="list-style-type: none"> • Business Traveller's guide to OR Tambo: The ultimate business travel tool for the millions who travel through this hub • Office parties: Ideas for a memorable event • Portable music players: A roundup of the latest MP3 players, iPods, etc • Other South African airports
November	<ul style="list-style-type: none"> • Travel technology: A look at the latest technological innovations from travel companies • Boutique Hotels & Guest Houses: How popular are they with business travellers and what's on offer?
December – The Holiday Edition	<ul style="list-style-type: none"> • The Forex Guide: An executive's easy guide to forex options available in Africa • Looking ahead: Experts give their advice for 2012 • Capture the moment: A roundup of the top digital cameras available

Target audience

- Travel management companies
- Business travellers
- Buyers of business travel

Reader Profile:

- 88% fly a premium class long-haul service
- 71% take 20 or more flights a year
- 89% choose the airline they fly
- 64% regularly buy duty-free products when they travel
- 77% book the airline themselves (or their secretaries do)
- 88% stay in luxury or first-class hotels
- 71% control their business travel budget

Circulation

- 12 000 print run

Distribution

- Business hotels & conference centres
- Airports and airline lounges
- Corporate travel agents
- All ASATA registered travel agencies
- Direct to corporate executives
- Exhibitions
- Specialised Nigerian distribution

Frequency

- Monthly

www.btafrica.co.za

Business Traveller Africa's website gives executives and their travel planners up to date news and directory listings on business travel in Africa, in an easy-to-search format.



Top Anchor
R1500 per month
416 x 71 pixels

Side banner
R450 each per month
141 x 131 pixels
Please note: Each banner has 3 banners on a refreshment basis.

Profile page
R250 per month

416 x 71

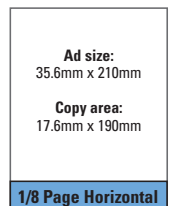
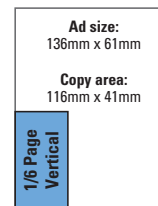
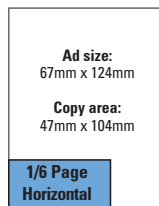
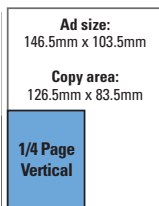
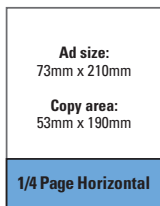
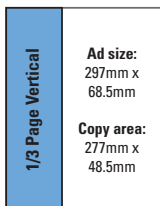
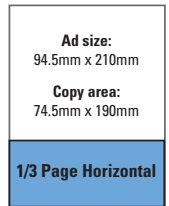
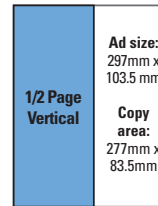
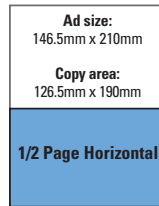
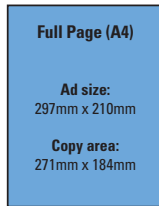
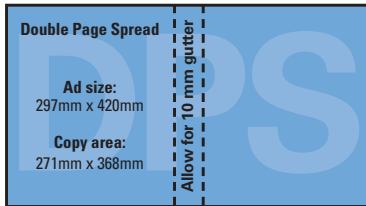
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2011 Rates, Dimensions & Production data

Advert options and rates per insertion	12 x	6 x	1 x
FC (Front Cover) includes two page write up			R 38,500
OBC (Outside Back Cover)	R 31,350	R 35,750	R 39,188
IFC (Inside Front Cover)	R 26,125	R 30,030	R 32,670
IBC (Inside Back Cover)	R 25,080	R 28,842	R 31,350
DPS (Double Page Spread)	R 36,575	R 42,130	R 45,760
FP (Full Page)	R 20,900	R 24,035	R 26,125
1/2 Page DPS (Double Page Spread)	R 22,990	R 26,439	R 28,738
1/2 page (Vertical or Horizontal)	R 12,540	R 14,421	R 15,675
1/3 page (Vertical or Horizontal)	R 8,712	R 10,010	R 10,890
1/4 page	R 7,524	R 8,657	R 9,405
1/6 page	R 5,115	R 5,885	R 6,435
1/8 page (Strip)	R 4,422	R 5,082	R 5,528
1/12 page (Block)	R 3,014	R 3,465	R 3,762



MATERIAL SPECIFICATIONS:

- Printed optimised high-resolution (300dpi) PDF & Colour Proof
- All fonts are to be embedded in the PDF
- Include 5mm bleed on all sides
- Make-up of material upon request (please add a 10% design fee)
- Sizes reflected above are height x width

DEADLINES:

Frequency – Monthly
 Booking deadline-10th of the month prior to publication
 Material deadline-15th of the month prior to publication



TERMS AND CONDITIONS:

Unless other credit terms have been agreed, 50% deposit is required on signed order form. • The remaining 50% is due upon publication • Rates are valid from 01 January-31 December 2011 • Rates include agency commission and exclude VAT • Insert rates available on request • No waiver, variation or cancellation between the parties is accepted unless signed by both parties 30 days prior to print



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