

# 2011 MEDIA PACK



# 2011 Features

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

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

## 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

**Profile page**  
R250 per month

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

# 2011 Rates, Dimensions & Production data

Advert rates per insertion	12 Insertions		6 Insertions		1 Insertion	
FC (front cover) includes two page write up					NGN 712,768.00	\$4,455
OBC (outside back cover)	NGN 580,384	\$3,627	NGN 661,808.00	\$4,137	NGN 725,536.00	\$4,535
IFC (inside front cover)	NGN 483,728	\$3,023	NGN 555,968.00	\$3,475	NGN 604,800.00	\$3,780
IBC (inside back cover)	NGN 464,352	\$2,902	NGN 534,016.00	\$3,338	NGN 580,384.00	\$3,626
DPS	NGN 677,152	\$4,232	NGN 779,968.00	\$4,875	NGN 847,168.00	\$5,295
FP (full page)	NGN 386,960	\$2,419	NGN 400,000.00	\$2,759	NGN 444,976.00	\$2,781
1/2 page DPS	NGN 425,600	\$2,660	NGN 489,440.00	\$3,059	NGN 532,000.00	\$3,325
1/2 page (vertical or horizontal)	NGN 232,176	\$1,451	NGN 267,008.00	\$1,669	NGN 290,192.00	\$1,814
1/3 page (vertical or horizontal)	NGN 161,280	\$1,008	NGN 185,360.00	\$1,159	NGN 201,600.00	\$1,260
1/4 page (vertical or horizontal)	NGN 139,328	\$ 871	NGN 160,272.00	\$1,002	NGN 174,160.00	\$1,089
1/6 page (vertical or horizontal)	NGN 94,752	\$ 592	NGN 108,976.00	\$ 681	NGN 119,168.00	\$ 745
1/8 page (strip)	NGN 81,872	\$ 512	NGN 94,080.00	\$ 588	NGN 102,368.00	\$ 640
1/12 page (block)	NGN 55,888	\$ 349	NGN 64,176.00	\$ 401	NGN 69,664.00	\$ 435

**Double Page Spread**

Ad size: 297mm x 420mm

Copy area: 271mm x 368mm

Allow for 10mm gutter

**Full Page (A4)**

Ad size: 297mm x 210mm

Copy area: 271mm x 184mm

Ad size: 146.5mm x 210mm

Copy area: 126.5mm x 190mm

**1/2 Page Horizontal**

Ad size: 297mm x 103.5mm

Copy area: 277mm x 83.5mm

**1/2 Page Vertical**

Ad size: 94.5mm x 210mm

Copy area: 74.5mm x 190mm

**1/3 Page Horizontal**

**1/3 Page Vertical**

Ad size: 297mm x 68.5mm

Copy area: 277mm x 48.5mm

Ad size: 73mm x 210mm

Copy area: 53mm x 190mm

**1/4 Page Horizontal**

Ad size: 146.5mm x 103.5mm

Copy area: 126.5mm x 83.5mm

**1/4 Page Vertical**

Ad size: 67mm x 124mm

Copy area: 47mm x 104mm

**1/6 Page Horizontal**

Ad size: 136mm x 61mm

Copy area: 116mm x 41mm

**1/6 Page Vertical**

Ad size: 35.6mm x 210mm

Copy area: 17.6mm x 190mm

**1/8 Page Horizontal**

## 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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