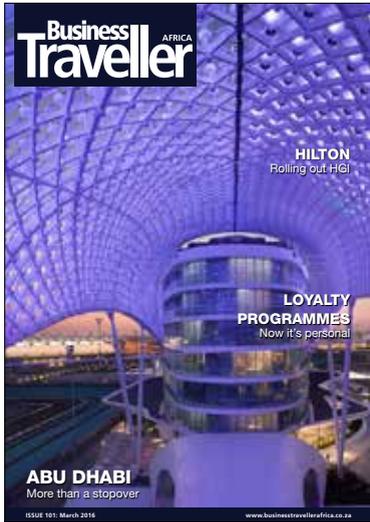


BUSINESS TRAVELLER AFRICA



2017 MEDIA PACK



Magazine Profile

Business Traveller Africa is the continent's leading business travel magazine, servicing both the travel trade and consumer markets with content that is relevant, industry-specific and commercially attractive to advertisers. The magazine focuses on issues and subjects affecting African business travel, but most importantly, it reaches the industry's decision-makers via an average monthly print run of 8 000, which includes distribution to nine African countries.

What does the magazine contain?

- News
- Opinion pieces
- Industry-specific features
- Tried and tested hotel and airline reviews
- Q and As
- Bite with the Editor
- Country and city features
- People on the Move
- Advertorials

All of these sections represent added value opportunities for advertisers.

What differentiates the magazine in the market?

- Primary distribution points: South Africa, Nigeria, Kenya
- Only business travel magazine on Lufthansa's Frankfurt-JHB Business Class flight
- Part of a global network of Business Traveller magazines
- Distribution targeted at decision-makers
- Services both trade and consumer markets
- Is linked to industry-leading events such as the Business Traveller Africa Conference & Awards
- Present in 25 South African airport business lounges

What do others think about the magazine?

- "We see great value in the relationship, not only from the readership the magazine attracts from a PR and advertising perspective, but also through the content and thought leadership the magazine brings to the table. BTA is respected as a trusted and credible source of information for the region's travel industry players."
– *Robyn Christie, Travelport Southern Africa*
- "Having worked with Business Traveller Africa over the past number of years, Best Western Hotels & Resorts finds that our independent hotel owners appreciate the additional exposure they enjoy through our advertising. The value of showcasing the Best Western brand offering is a key reason for us to continue this."
– *Karl de Lacy, Best Western*
- "Business Traveller Africa, with its extensive reach, provides the ideal exposure for Tourvest Travel Services. When choosing the right print media publication, we choose to align ourselves with a reputable company in the travel industry, and for that reason we choose Business Traveller Africa."
– *Theo Kleinhans, Tourvest Travel Services*
- "Business Traveller Africa has proven to be a great platform for Avis to create an environment that is focused on the facilitation of enriching and compelling travel experiences for the business market."
– *Mokgadi Mashaphu, Avis*

Who does the magazine reach?

- Travel buyers
- Travel management companies
- ASATA-registered travel agents
- Corporate travel agents
- Business travellers via business class lounges, airlines, various airports, hotels, travel management companies and car rental clients
- PCOs

What company would you be keeping if you invested in this magazine?

- **Aviation** – Air France-KLM, AirlinK, Arik Air, BA, Delta, Emirates, Ethiopian, ExecuJet, Federal Airlines, Iberia, Kulula, Lufthansa, Qatar, RwandAir, SAA, SWISS, Virgin Atlantic
- **Hotel Groups** – African Sun, AHA, Best Western, Carlson Rezidor, Cresta, Faircity, Fairmont, Four Seasons, Hilton, IHG, Legacy, Marriott, Moevenpick, Peermont, Preferred, Starwood, Sun International, Tsogo Sun
- **Car Rental** – Avis, Budget, Hertz
- **TMC** – Amex Travel, Atlantis Corporate, Carlson Wagonlit, Club Travel, Duma Travel, HRG Rennies Travel, Seekers, Tourvest, Wings



FEATURES – 2017

January

- **The Directory Issue** - This African corporate travel directory focuses on the continent's top business travel destinations, with the issue consisting of country profiles and corresponding listings of airlines, hotels, car rental companies and TMCs with a presence there

February

- **Business on a Budget** – This covers all areas of budget travel, including low-cost airlines, one, two and three-star hotels, 'economy' car hire, virtual conferencing and more
- **United Arab Emirates** – A comprehensive look at this vibrant region, covering all the relevant and necessary business travel information, with a particular focus on Dubai and Abu Dhabi

March

- **Loyalty Programmes** - A business traveller's guide to all the major travel loyalty programmes out there, covering hotel groups, airlines, car rental and more, including the latest updates and benefits
- **Accra** - Here's all you need to know about business travel into and out of one of West Africa's most prominent business travel destinations

April

- **Car Rental & Transfers** - *Business Traveller Africa* profiles the trends, the big and small players, and the cars available, as well as the details to note when hiring a car or engaging a transfer service
- **Nairobi** – Kenya's capital is abuzz with new hotel openings and a host of development, which go nicely with a much-improved airport experience. It remains a prominent business travel destination

May

- **MICE** – Meetings, Incentives, Conferences & Exhibitions – What are the current talking points and trends, what is on offer, who is who, and what do you need to consider, with all things MICE related?

June

- **Private Aviation** - This takes a closer look at what is out there, in terms of African private aviation, including who is who, what they are offering, and what the current issues and talking points are
- **Nigeria** – All you need to know about travelling on business to this West African giant of a country
- **Cape Town** – This South African coastal city has much to offer the business traveller and MICE delegate



FEATURES – 2017

July

- **African Aviation** - This comprehensive look covers the traditionally 'big' African airlines, their international counterparts, smaller regional operators, and low-cost operators in Africa
- **Hotel Groups in Africa** – As the development of this space continues at high speed, it's important to know who is who and who is doing what, covering all the main groups on the African continent

August

- **MICE** – Another look at this most topical area of business travel, with a particular focus on the conference and incentive sub-sectors of the MICE industry
- **Lusaka** – This is an important sub-Saharan African business travel destination, so here is all you need to know about the Zambian capital

September

- **TMCs in Africa** – Africa has many big international TMC brands, along with smaller operators who more than hold their own in the business travel space. Here's a closer look at who is who
- **Zimbabwe** – It's been a difficult few years for Zimbabwe, but things seem to be turning for the better. So, what has changed?

October

- **Premium Travel** – Times may be tough, but the premium travel market, covering both first and business class airline travel and the 5-star hotel industry, is thriving. Here's a look at why
- **Tanzania** – *Business Traveller Africa* profiles this thriving African business travel destination, with all you need to know about Dar es Salaam, Zanzibar and other important areas

November

- **Corporate Travel Technology** – Business travellers need to get the most out of every trip they take, and today it's technology that is often the key factor in determining whether or not that happens
- **Botswana** – It's another sub-Saharan African country that doesn't get the credit it deserves in the business travel space. This covers all areas of business travel to Botswana

December

- **Bleisure** – This has become an important element of business travel, with corporate travellers now looking for opportunities to tack on a few days and make the most of their out-of-town work commitments



2017 Rates, Dimensions & Production Data

Advertising Rates	Dimensions	1 insertion	12 insertions
Front Cover (includes DPS advertorial)	297mm x 210mm	R52 500	
FP (Full Page)	297mm x 210mm	R29 350	R23 705
OBC (Outside Back Cover)	297mm x 210mm	R44 025	R34 995
IFC (Inside Front Cover)	297mm x 210mm	R36 700	R29 350
IBC (Inside Back Cover)	297mm x 210mm	R32 895	R26 120
DPS (Double Page Spread)	297mm x 420mm (10mm gutter)	R49 275	R39 220
½ Page (Horizontal)	146.5mm x 210mm	R15 255	R12 420
½ Page (Vertical)	297mm x 103.5mm	R15 255	R12 420
⅓ Page (Horizontal)	94.5mm x 210mm	R10 160	R8 400
⅓ Page (Vertical)	297mm x 68.5mm	R10 160	R8 400
¼ Page (Horizontal)	73mm x 210mm	R7 900	R6 225

On Request:

- Special positions
- Advertorial rates
- Business Traveller Africa Awards rates
- Website rates

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)

Deadlines:

Frequency – Monthly
 Booking deadline – Three weeks prior to publication
 Material deadline – First week of the month

Terms and conditions:

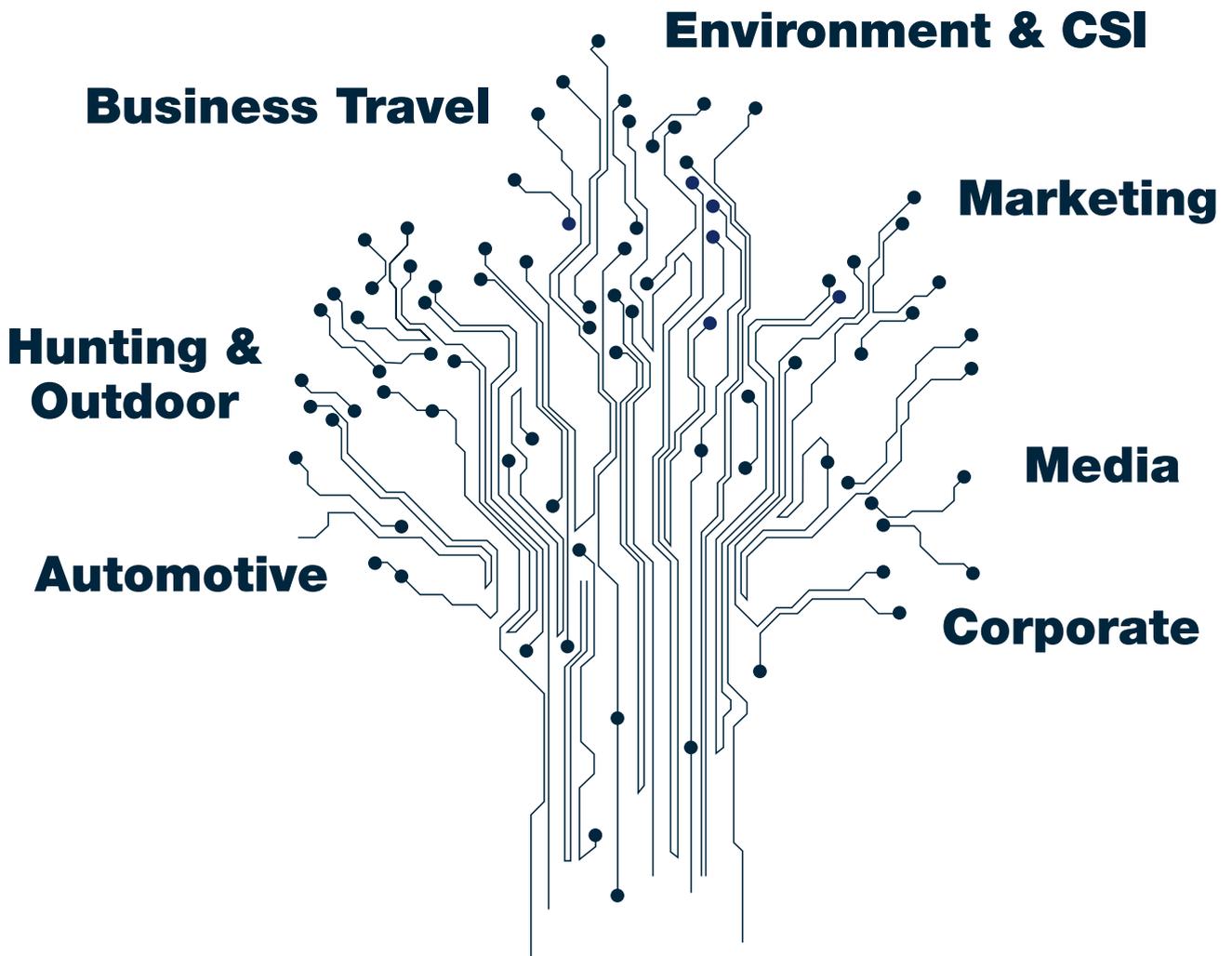
Unless other credit terms have been agreed, 50% deposit is required on signed order form • The remaining 50% is due upon publication • Rates are valid from 01 January - 31 December 2017 • Rates include agency commission and exclude VAT • Insert rates available on request • No waiver, variation or cancellation between the parties is accepted unless signed by both parties 30 days prior to print

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Further options:

- Customised magazines (cover and/or opening pages)
- Additional copies to give to clients or guests
- Participation at forums & conferences
- Event sponsorship opportunities