

SAWUBONA

Media Kit 2027



SOUTH AFRICAN AIRWAYS

A STAR ALLIANCE MEMBER



ABOUT SAA

Our proud national carrier, South African Airways (SAA), returned to the skies on 23 September 2021 and remains a viable regional, continental, and global aviation operator.

A leaner, purpose-driven, and focused SAA is gracing the skies of South Africa, Africa and the world - and will continue to monitor market conditions for route expansions.

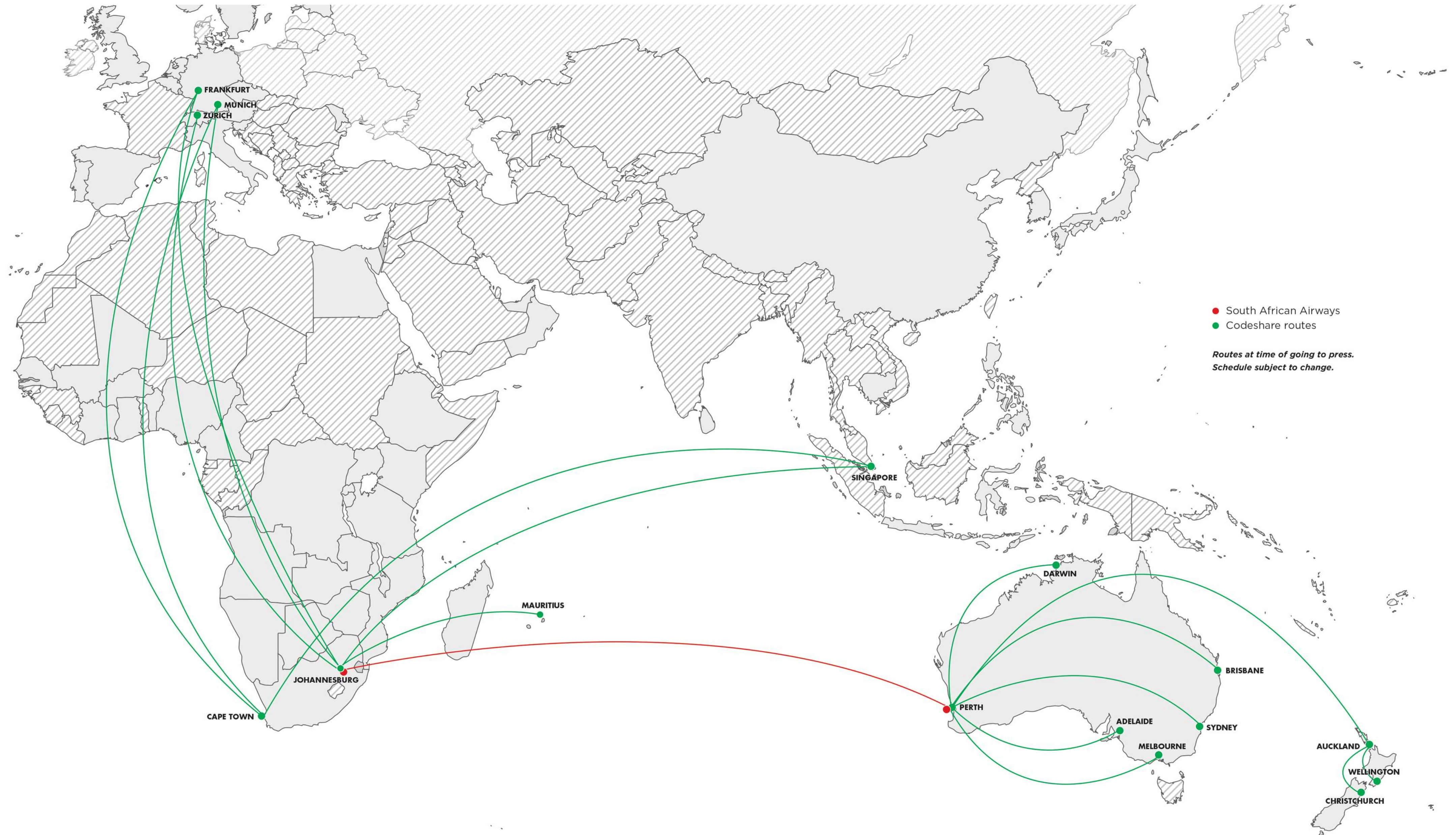
- **NUMBER OF AIRCRAFT IN PERMANENT FLEET: 20**

SAA's fleet has increased to 20 Aircraft (January 2025), up from six in 2021.

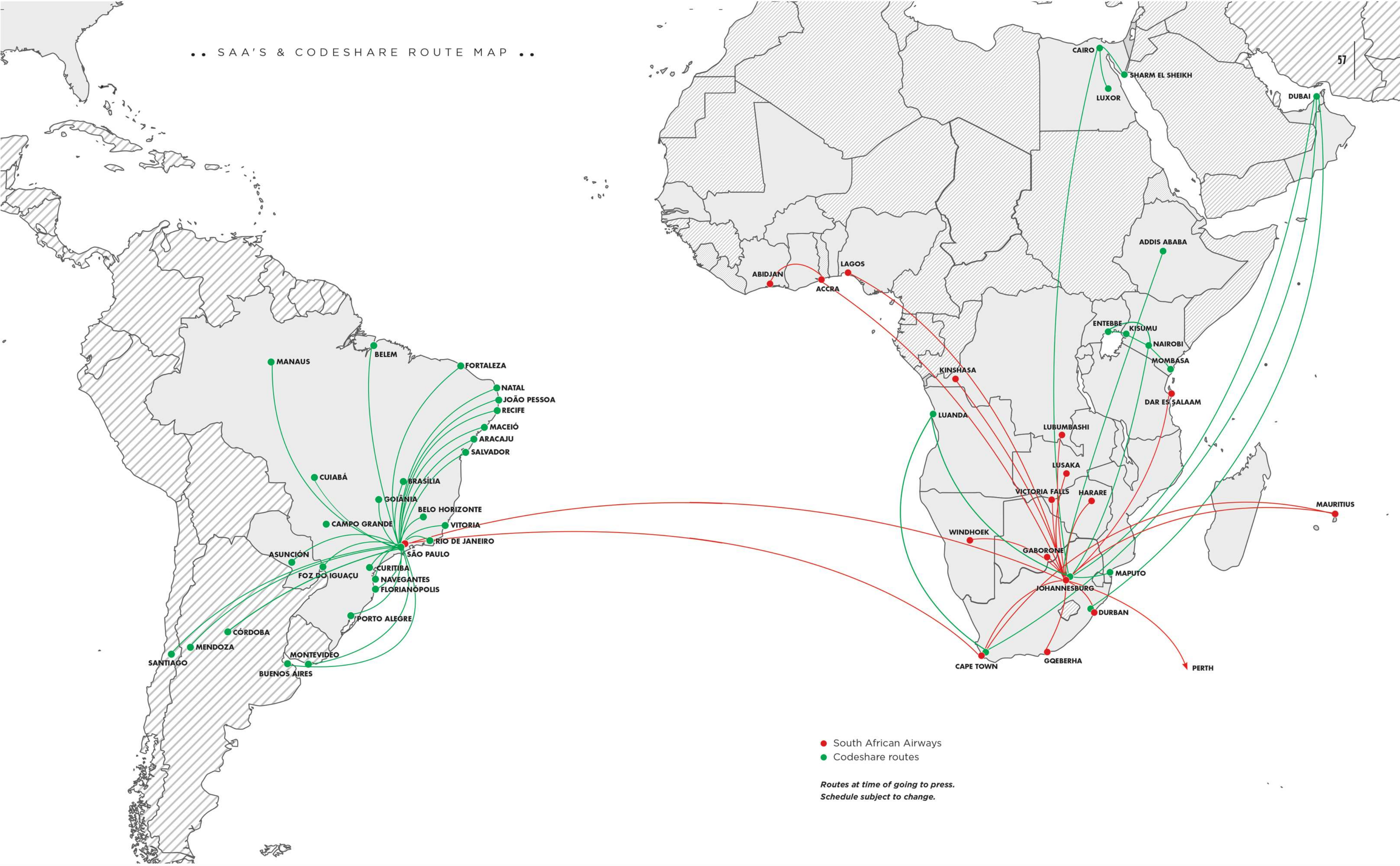
- **DESTINATIONS:**

- **Johannesburg (OR Tambo) to:** Cape Town; Durban; Gqerha; Harare and Victoria Falls (Zimbabwe); Lusaka (Zambia); Windhoek (Namibia); Dar-es Salaam (Tanzania); Kinshasa (DRC); Lubumbashi (DRC); Lagos (Nigeria); Accra (Ghana); Abidjan (Ivory Coast); Mauritius
- **INTERNATIONAL:** CAPE TOWN INTERNATIONAL AND OR TAMBO TO SAO PAULO (BRAZIL); PERTH (AUSTRALIA)





.. SAA'S & CODESHARE ROUTE MAP ..



ABOUT SAWUBONA

Our core Editorial focus is on all things beautiful in travel and tourism - in South and Southern Africa - as well as Africa regionally. Exploring places to visit and stay - from things to do, see and experience to lesser-known gems; from the wonderful world of SAA to food and wine to décor, design, shopping and interviews with the country's most inspiring personalities - **Sawubona** will showcase the best that our country, and SAA's destination countries have to offer. With editorial content that's relevant, beautifully designed and in a style that's fun and innovative - **Sawubona** will keep you reading from cover to cover.

MAGAZINE DETAILS:

AVERAGE NUMBER OF PASSENGERS PER MONTH

+ /- 220,000



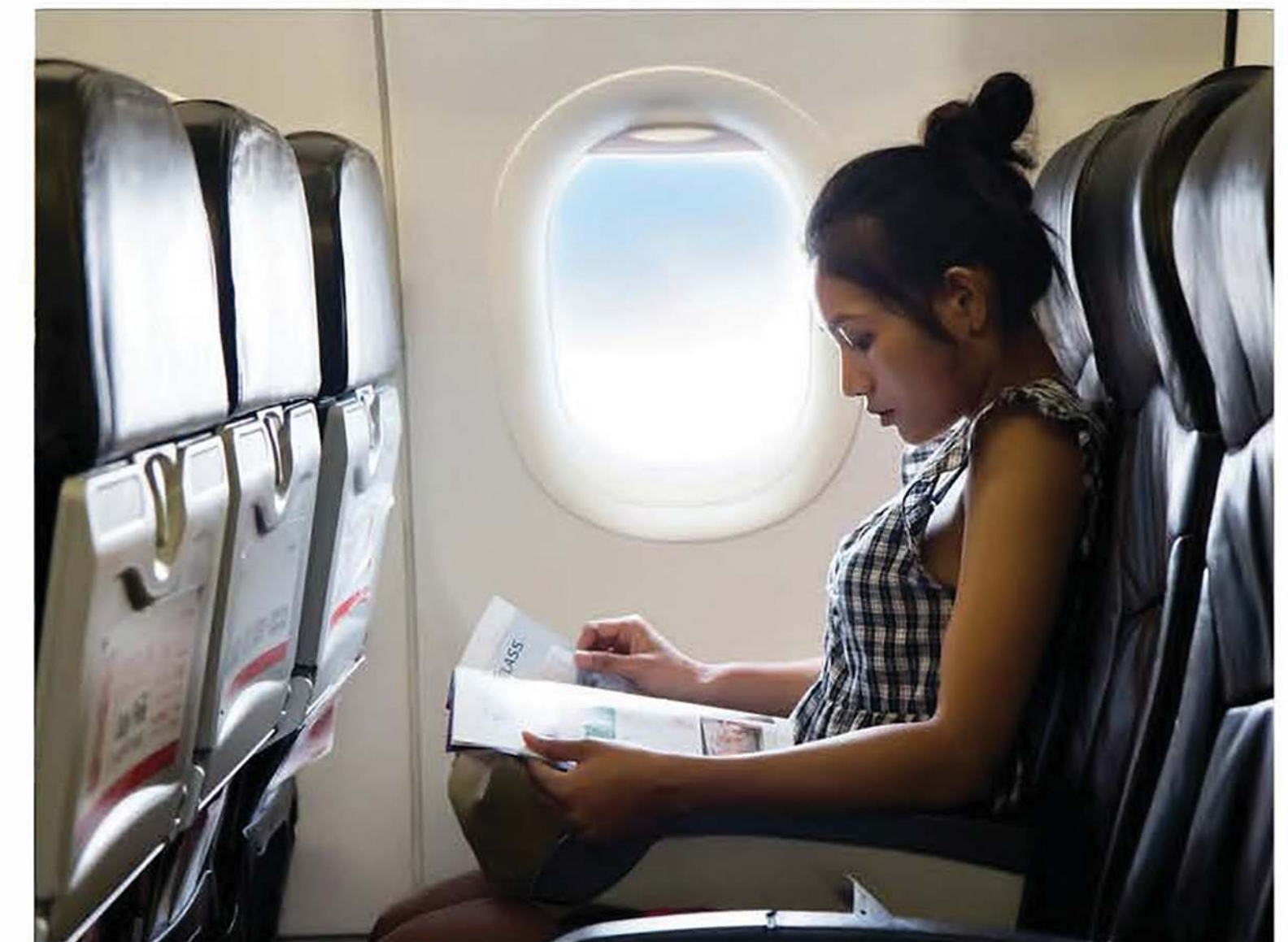
DISTRIBUTION:

PRINT RUN (21 000)

- In the seat pockets of every aircraft in SAA's entire Fleet.
- Business Class/ SLOW Lounges at our airports.

DIGITAL

- As a digital copy of the magazine - on the new Tech platform on-board SAA's A320 fleet of aircraft.
- All SAA Voyager Members - worldwide. Total of just over 1 million people - 82% in South Africa and Africa, 18% international.
- A link from the SAA website (flysaa.com).
- saasawubona.com website.



RATES & SPECIFICATIONS

REGULAR POSITIONS

Full Page	R38 850
Half Page	R21 000
Quarter Block	R11 500
Double Page Spread (DPS)	R70 000

PREMIUM POSITIONS

Outside Back Cover	R45 000
Inside Back Cover	R40 000
Inside Front Cover	R42 500
Inside Front Cover (DPS)	R72 500

MATERIAL DEADLINES 2027

ISSUE	MATERIAL
January/February 2027	07 December 2026
March/April 2027	12 February 2027
May/June 2027	12 April 2027
July/August 2027	11 June 2027
September/October 2027	13 August 2027
November/December 2027	13 October 2027

MATERIAL SPECIFICATIONS

(HEIGHT X WIDTH) 10MM BLEED

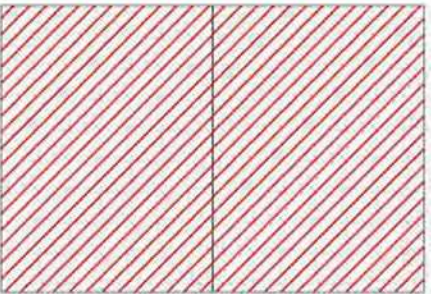
Full Page

TRIM 276mm x 210mm
BLEED 286mm x 220mm
TYPE 256mm x 190mm



Double Page Spread

TRIM 276mm x 210mm (Supply 2 x FP)
BLEED 286mm x 220mm
TYPE 256mm x 190mm



Half Page vertical

TRIM 276mm x 105mm
BLEED 286mm x 115mm
TYPE 256mm x 95mm



Half Page horizontal

TRIM 138mm x 210mm
BLEED 148mm x 220mm
TYPE 118mm x 190mm



Quarter Page

TRIM 138mm x 105mm
BLEED 148mm x 115mm
TYPE 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.

MATERIAL DELIVERY

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ADSTREAM
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011 799 7846
ads.za@adstream.co.za

MEDIASEND
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The Publisher reserves the right, at its sole discretion, to request that any Advertiser vacate or relinquish a cover position or other contractual placement within the Magazine if circumstances require. In such cases, the Publisher will provide notice to the Advertiser and, where applicable, may offer an alternative position or compensation as determined appropriate.

SOUTH AFRICAN AIRWAYS (SAA) IN-FLIGHT ENTERTAINMENT (IFE)

1. DOMESTIC PACKAGES

Flighting of adverts are on the overhead screens as part of in-flight entertainment (IFE), operating on the narrow-body aircraft (Airbus A320). Headsets are not distributed, thus no audio - adverts to be tailored to keep this in mind.

ROUTES:

Domestic routes: A320 Narrow-body
OR Tambo, Johannesburg to Cape Town, Durban and Port Elizabeth
Africa International: Victoria Falls, Windhoek, Lusaka, Lubumbashi, Harare and Mauritius

DURATION	RATE PER MONTH (EXCLUDING VAT)
60 sec. rate	R100 000
30 sec. rate	R50 000
15 sec. rate	R40 000

2. REGIONAL PACKAGES

Flighting of adverts are on the overhead screens as part of in-flight entertainment (IFE), operating on the narrow-body aircraft (Airbus A330-300 and A340-300) as well as the A320. Headsets are distributed, thus there is audio.

ROUTES:

Regional: Africa International & International A330-300
OR Tambo, Johannesburg to Kinshasa, Lagos, Accra, Mauritius, Harare, Victoria Falls, Lusaka, Windhoek, Lubumbashi and Dar-es-Salaam, includes Mauritius (narrow-body A320) and wide-body aircraft A330-300 on demand.

Widebody aircraft A340 International: Perth; International Africa: Lagos

Wide-body aircraft A330-300: Sao Paulo, Lagos, Accra, Abidjan

DURATION	RATE PER MONTH (EXCLUDING VAT)
60 sec. rate	R90 000
30 sec. rate	R45 000
15 sec. rate	R33 000

BOOKING & MATERIAL DEADLINES / PAYMENT:

- Booking deadline for the Domestic Packages above is the 1st of the month - prior to the month on-board.
- Booking deadline for the Regional Packages above is the 15TH of the month - two months prior to the month on-board. For example - 15 August for the month of October.
- Payment is upfront, one month prior to flying month.
- Material deadline is one month prior to flying month.

EMBEDDED VIDEOS

Please note that videos that are embedded are flighted over a 2-month period, and the rate is charged per month, ie. 30-sec = R45,000 per month x 2 = R90,000

DIGITAL RATES

SAWUBONA	DESCRIPTION	NO. OF INSERTIONS	COST PER MONTH	BANNER SIZESONS
Website	Advertorial	1	R15 000	Leaderboard Banner: 970 x 90 pixels
Website	Banner	1	R5 000	Side Banner size: 300 x 250mm
Facebook	4 posts	4	R5 000	
Instagram	4 posts	4	R5 000	
Twitter	4 posts	4	R5 000	

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 saasawubona.com

To tag: #SawubonaWorld

SAWUBONA CONTACTS

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