

Introduction

The in-flight magazine of Air Seychelles provides a not-to-be missed opportunity for advertisers wishing to expand their sales in the African and international markets.

Silhouette, the in-flight magazine of Air Seychelles, sets new benchmarks for photographic and writing excellence. It combines the best of international colour photography with entertaining and informative articles. The result is a top quality, full-colour magazine widely acclaimed as one of the best publications of its kind.

Silhouette serves a unique airline. Air Seychelles is the smallest international airline in the world – as noted in the Guinness Book of Records – but its fleet is one of the most modern and its standards of service among the very best.

30,000 copies of Silhouette are printed for every issue – published twice a year – and distributed in seat pockets as a complimentary in-flight service. Copies are also distributed in travel agents, tour operators, and all Air Seychelles offices around the world. Based on extensive market research, it has been estimated that each issue is read by up to 600,000 people.

Deadlines

Advertisements in the form of digital artwork must be lodged with the publisher's advertising representatives no later than 30 days prior to the date of publication of the first issue in which an insertion is booked.

Advertisements for which artwork are to be prepared by the publisher must be lodged in the form of copy no later than 60 days prior to the date of publication of the first issue in which an insertion is booked.

Special Positions

Guaranteed special position (e.g. facing contents page, facing or within a specified feature): plus 16%. Facing duty-free listings or within duty-free listings: plus 16%.

Cancellation in writing: 60 days

COLOUR: Four months preceding publication. SERIES: Full payment on one or two issues will be levied if series discount granted and cancelled after two or three issues.

Media Information



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Air Seychelles, the Seychelles' national carrier and largest operating carrier in the country. Air Seychelles is the main supporter of the Seychelles tourism economy, ensuring that the islands are connected to key destinations in Europe, Far East and Africa. The airline has an expanding route network. Its two Boeing 767-300ER operate scheduled flights to and from London (Heathrow), Paris (Charles de Gaulle), Frankfurt, Johannesburg, Rome, Singapore and Mauritius. In May and September 2010 Air Seychelles, will take delivery of Boingg 787 Dreamliner.

Each year, thousands of passengers discover the extraordinary beauty of the Seychelles Islands, thanks to Air Seychelles' inter-island network. This operates scheduled flights to Praslin, Bird, Denis, Desroches and Fregate, using three De Havilland Twin Otters (DH6) and two Shorts 360.

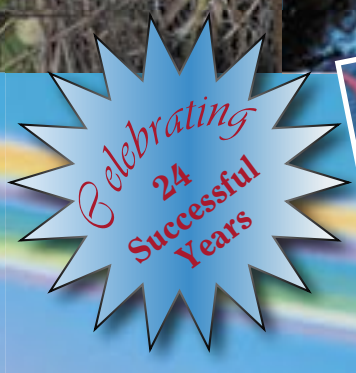
In line with the global airline market trend, Air Seychelles has introduced on-line booking. The system can be accessed at www.airseychelles.com and its easy convenience enables the airline to reach a diverse range of customers.

Seychelles is widely recognised as one of the most affluent holiday destinations in the world. Its high cost accommodation and facilities make it an exclusive destination for a prime A-B consumer audience those with money to spend on luxurious living. More than 200,000 passengers a year fly Air Seychelles in search of leisure and entertainment in the beautiful Islands of Seychelles.

Advertising Rates

Rates per insertion (Sterling Pounds)

	Colour	Black & White
Backcover	£ 5,000	–
Inside Back Cover	£ 4,175	–
Inside Front Cover	£ 4,175	–
Double page	£ 6,000	–
Full page	£ 3,640	£ 2,810
Half page	£ 2,700	£ 1,980
One-third page	£ 1,735	£ 1,620
One-quarter page	£ 1,590	£ 1,420



Advertising Material

Advertisements should be provided in the form of digital artwork on CD. Any design or typography that is required, will be charged back to the client at cost.

Technical Data

Format : 285 x 210 mm (portrait)
Extent : 96pp plus 4pp cover
Materials : Cover 250 gsm art card laminated outside
Inside page : 115 gsm glossy art paper
Printing : 4 colours x 4 colours throughout
Binding : Perfect bound
Language : English

Inserts

Price on application – depends on size, weight, bound or loose.

Artwork on CD

We will accept ready artwork on CD to the following specifications only.

Format

Apple Macintosh – not PC/IBM.

Applications

Acceptable – Illustrator (eps), Photoshop (tiff), Macro Media Freehand (eps), Acrobat Reader (pdf) in 300dpi images resolution.

Note: When using Black text over printing should be enabled.

Digital File Formats

All files to be supplied as composite CMYK, in 300 dpi resolution. Where necessary a minimum bleed area of 3mm or more must be contained within the file.

Hard Copy Proofs

Proofs must be generated from the actual artwork supplied. All proofs will be used as a colour guide.

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Agency Commission 16%

Publication Dates: January, July

Discounts and Surcharges

The above rates are valid throughout. A discount of 10% will apply for space booked for a minimum of four consecutive insertions.

Cancellations

Cancellations of, or amendments to advance bookings will only be accepted in writing 14 days prior to publication dates.

Double Page Bleed

Type Area 395mm x 250mm
Trim Size 420mm x 285mm
Bleed Size 426mm x 291mm

Note: Allow 10mm possible loss into the spine

Double page (Margin/Type Area)

Type Area 395mm x 250mm
Trim Size 420mm x 285mm

Note: Allow 10mm possible loss into the spine

Full Page

Type Area 250mm x 180mm

Trim Size 285mm x 210mm

Full Page Bleed

Type Area 250mm x 180mm

Trim Size 285mm x 210mm

Bleed 291mm x 216mm

Half page (portrait)

Type Area 250mm x 88mm

Bleed Size 289mm x 104mm

Half page (landscape)

Type Area 124mm x 180mm

Bleed Size 146mm x 216mm

One-third page (landscape)

84mm x 180mm

One-third page (landscape)

56mm x 250mm

Quarter page

125mm x 88mm