

SILHOUETTE MEDIKIT 2021



Silhouette is a high quality inflight magazine for Air Seychelles, published quarterly. It aims to capture the essence of the airline's island destinations while reflecting its international, regional and Gulf reach. Keeping the magazine light-hearted, it combines the best of international colour photography with inspiring and informative content. The result is a top quality, full-colour magazine in a refreshing format with a captive audience.

Advertising in Silhouette

Air Seychelles, Indian Oceans' leading Airline, flies over 500,000 passengers annually. It has an ambitious growth strategy that will see new routes and new aircraft in 2019.

This will significantly increase demand for the magazine.

- Market research has shown that each issue of the magazine reaches a broad spectrum of business people, frequent flyers, government officials and leisure travellers.
- Advertising in **Silhouette** inspires readers to travel to the exotic islands and to the Airline's other destinations.
- With competitive rates and a unique captive audience, **Silhouette** offers exceptional value to advertisers.
- With copies on the plane for four months, your advertisement enjoys strong and lasting exposure.
- Offers an opportunity to reach more travellers or potential buyers than any local publication.
- Puts your brand in the hands of a valuable customer base.
- **Silhouette** is the only inflight publication onboard. Passengers have plenty of time to sit back and enjoy the magazine. This is the right time to communicate your brand message to them.

Features

Subjects covered include timeless features on Seychelles, travel destinations, technology, culture, sports, environment health and lifestyle.



Distribution

Silhouette is distributed in the seat pockets of Air Seychelles International, Regional and Domestic flights and, with further distribution via digital output on Air Seychelles website: www.airseychelles.com

Copies are also given to travel agents, tour operators and Air Seychelles offices around the world.

Frequency: Quarterly

Print run: 8,000 copies per issue

Reach per year: Over 32,000 copies

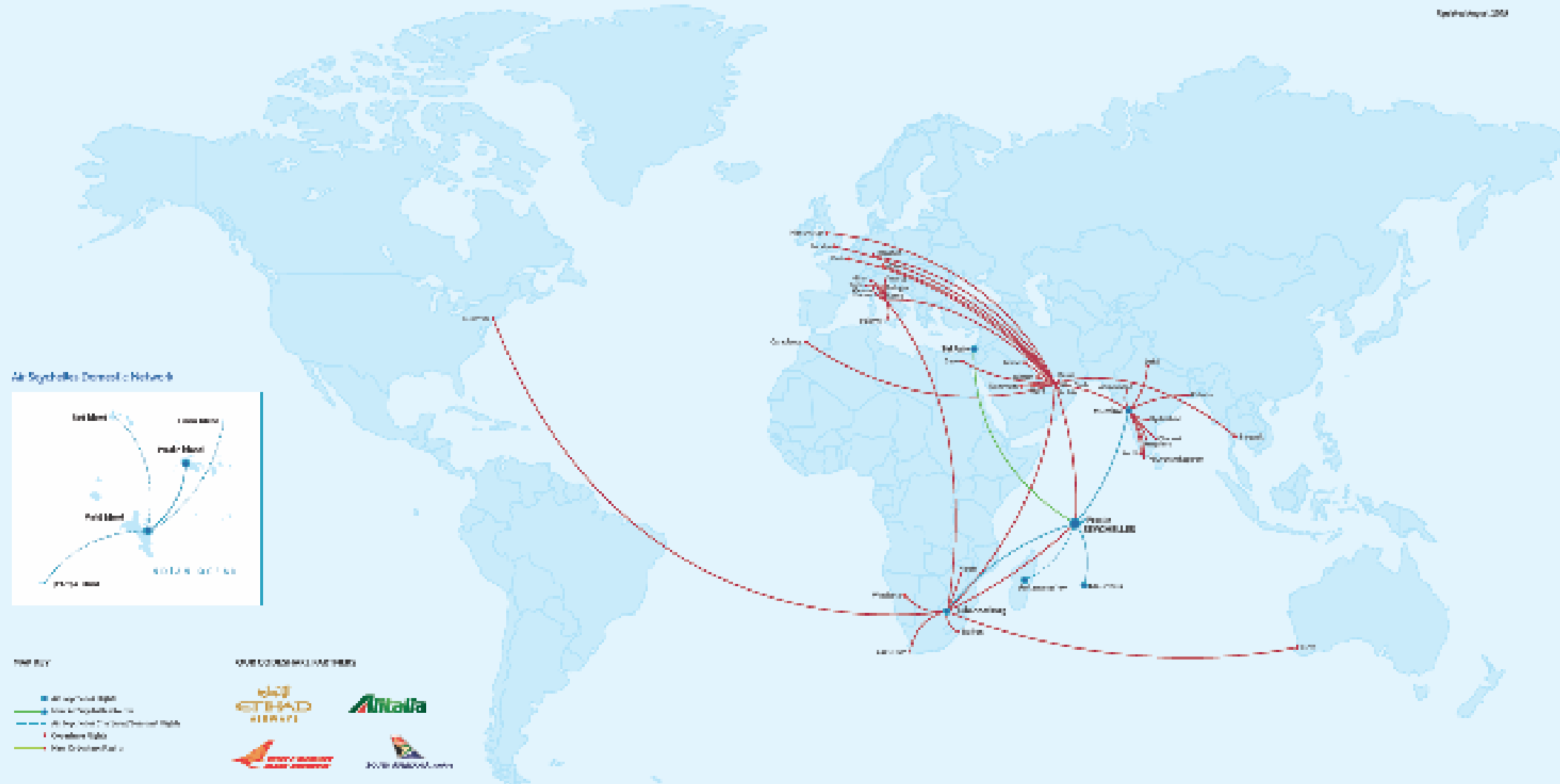
Average age of Passengers: 20 to 60 years old

About Air Seychelles

Air Seychelles was established in 1978 and began long-haul in 1983. The airline currently offers international flights to Johannesburg, Mauritius, Mumbai, and Tel Aviv. Air Seychelles also offers more than 200 domestic scheduled flights a week throughout the archipelago, including domestic charter services. As the national airline of the Republic of Seychelles, Seychelles is a pillar of tourism, the island nation's growing economic sector.

Network

Air Seychelles currently has active codeshare agreements with four airlines; Etihad Airways, Alitalia, South African Airways and Air India, offering combined passenger and cargo connections to more than 300 cities across the world. Air Seychelles operates more than over 200 scheduled services per week between Mahé and Praslin, the second biggest island in Seychelles.



Publishing Schedule

Issue	Booking Deadline	Material Deadline
Apr – Jun	Feb 15	Feb 22
July – Sept	May 15	May 22
Oct – Dec	Aug 15	Aug 22
Jan – March	Nov 15	Nov 22

Advertising Rates

Rates per insertion (Sterling Pounds £)

Gate Fold	£3,500.00
Back Cover	£2,500.00
Inside Back Cover	£2,200.00
Inside Front Cover	£2,200.00
Double page	£2,850.00
Full page	£1,650.00
Half page	£1,350.00
One Third page	£ 950.00
Quarter page	£ 800.00

Editorial Rates

One page:	£1,300.00
Two pages:	£2,100.00
Three pages:	£2,650.00
Four pages:	£3,200.00

All rates are for each insert per issue.

All rates are quoted in British Sterling Pounds.



Free Editorial Promotions

Advertising Agreements are for advertising space only. No undertaking is given to include editorial for advertisers.

Special Positions

Guaranteed special position (e.g. facing content page).

Cancellation in Writing

60 days otherwise 50% will be charged. Tax/VAT not included which may apply.

Publication Dates

January, April, July, October.

Series

Full payment on one or two issues will be levied if series discount granted and cancelled after two or three issues.

Agency Commission

Not included.

Discounts and Surcharges

A discount of 5% will apply for space booked for a minimum of two consecutive insertions.

Advertising Material

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

Inserts

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

Workflow

Silhouette employs a fully digital workflow, employing Mac OSX and utilising Adobe CC.

Final material to be supplied as either:

- Press-ready PDF; Composite EPS files with fonts converted to Outlines/Curves;
- TIFF files at 300dpi at full size. JPEG files at 300dpi at full size; saved at maximum quality; Registration and crop marks must appear on all files.
- For full page advertisements with bleed, please ensure there is a bleed of at least 3mm.
- Be careful this is included in your final PDF file. Ensure all images are converted to CMYK. (RGB images will be converted and there may be a change in colour reproduction).
- Ensure all colours are converted to four colour process. Spot colours will be converted to process, and may change.
- We recommend all material is preflight checked thoroughly before supplying it, by running it through Adobe Acrobat Professional.

Delivery

By online file transfer service such as those offered by www.hightail.com / www.mailbigfile.com / www.wetransfer.com. Dropbox or FTP upload on request.

Proofs

Please supply a colour proof for cross-referencing. The publisher assumes no responsibility for material if a colour proof is not supplied.

Only cromalin proofs can be used as accurate colour guides by our printers. Please include crop and registration marks on your proofs.

Double page
Trim size: 420mm X 250mm
Type Area: 400mm X 235mm
Bleed: 426mm X 256mm

Full page
Trim size: 210mm X 260mm
Type Area: 180mm X 235mm
Bleed: 216mm X 266mm

Half page(Landscape)
100mm X 115mm

**Half page
(portrait)**
88mm X 235mm

Quarter page
60mm X 115mm

Third Page(portrait)
60mm X 235mm

Third Page(landscape)
180mm X 80mm

Technical Data

NB: Measurements are Width X Height

Format: 260mm X 210mm (portrait)

Materials: cover 170gsm matt art card laminated outside

Inside page: 90gsm matt art paper

Printing: 4 colours; 4 colours throughout

Binding: Perfect bound

Language: English

Terms & Conditions

All advertisements in Silhouette are accepted under the following terms and conditions. No variation is permitted unless approved in writing by Air Seychelles, the Publisher or Managing Director of appointed agents acting on behalf of the Publisher or Airline.

- 1 Cancellation of confirmed bookings is required in writing before the booking deadline of the relevant issue. If the advertiser insists on cancellation after the booking deadline, the advertiser will be liable to pay one hundred per cent (100%) of the contracted advertising rate.
- 2 Cancellation or postponement of any portion of an advertising contract nullifies all earned rate and/or frequency discounts for the entire contract. In such cases, the advertiser or the advertising agency will become liable for the difference between the contracted rate and the published media kit rate on all of the past insertions. Frequency discount applies to those advertisements that have been booked to appear within a 12-month period.
- 3 All advertisements are accepted and published by the Publisher on the representation of the advertiser and the advertising agency that both are authorised to publish the entire contents and subject matter of the advertisement. The advertiser and the advertising agency shall be held solely responsible for the contents of the advertisements and Air Seychelles, the Publisher and its appointed agents cannot be held liable for any claims if material is not supplied to the specifications laid out in this rate card.
- 4 In consideration of publication of an advertisement, the advertiser and the advertising agency will indemnify and hold harmless Air Seychelles, the Publisher, the magazine, their officers, agents and employees against losses and expenses (including legal fees) and losses resulting from the publication of the contents in the advertisement, including, and without limitation to, claims or suits for libel, violation of right of privacy, defamation, trademark or copyright infringement, misappropriation or plagiarism.
- 5 Execution of an order is subject to the Publisher's approval of copy, including display, text and illustration. Air Seychelles and/or the Publisher reserves the right to reject any advertisement for any reason at any time.
- 6 The Publisher maintains control on the placement of advertisements and reserves the right to deny special positioning and refund any surcharge fees paid for special positioning.
- 7 The Publisher reserves the right to change advertising rates on a 60-day notice.
- 8 If the advertiser or the advertising agency fails to submit advertising material on time, Air Seychelles, in consultation with the Publisher, Advertising Agency and Advertiser, reserves the right to repeat a previous advertisement of the correct size/ technical specification or run a house advert or blank page. In any case the advertiser or the advertising agency will be liable to pay one hundred per cent (100%) of the contracted advertising rate.

- 9 The Publisher reserves the right to add the word 'advertisement' at the top or anywhere within any page that, in the Publisher's sole judgement, too closely resembles the editorial pages of the publication.
- 10 If the Publisher is asked to compile advertising material for an advertiser or its agency, the Publisher reserves the right to raise a charge for doing so and will do so prior to proceeding with the work. The Publisher will endeavour to seek the final approval of the advertiser or the advertiser's agent before going to print, but reserves the right to proceed with publication of said material if the advertiser or its agent has not responded with authorisation before the print submission deadline.
- 11 If the Publisher has compiled material for an advertiser, the Publisher or its appointed agents assume no responsibility for any inaccuracies or misrepresentation thus caused as outlined in point 5 above.
- 12 The advertiser and the advertising agency are jointly and severally liable for payment of all invoices for advertising placed. The advertiser and the advertising agency agree not to make promotional or merchandising reference to Air Seychelles without written permission of the Publisher.
- 13 Payment is due 30 days from the date of invoice. All payments should be made in the currency as stated on the invoice. All rates are quoted as payments due, free of all withholding taxes and duties unless specified. The Publisher and appointed agents reserve the right to ask for prepayment from any advertiser or its advertising agency.
- 14 If charges for advertisements which have been placed correctly as per this media kit are not paid in full to Air Seychelles, the Publisher or appointed agency from the advertiser's agency, the Publisher or appointed agency reserves the right to collect said charges from the advertiser, and the advertiser's agency shall execute all assignments. In addition, Air Seychelles may hold the advertiser and its agency jointly and severally liable for all sums due to the Publisher or appointed agent, even if the advertiser has previously paid the agency.
- 15 A 1.5% per month service charge (18% per annum) will be added to all invoices 30 days or more past due. Where necessary, any legal or collection fee is incurred in collection efforts will also be added to charges due.
- 16 The Publisher assumes no responsibility for any errors or omissions in any advertiser index, or in any advertising typeset by the Publisher. The Publisher is not liable for any failure to publish or circulate all or any part of any issue because of circumstances beyond its control. The liability for any error or omission or delay for which it may be legally held responsible, shall not exceed the cost of the space paid for and occupied by such individual advertisement.

Editorial and Advertising Office:

Camerapix Magazines (UK) Limited
32 Friars Walk, Southgate
London N14 5LP
Telephone: +44 (20) 8361 2942
Mobile: +44 79411 21458
Email: camerapixuk@btinternet.com

Camerapix Magazines Limited
PO Box 45048, 00100, GPO Nairobi, Kenya
Telephone: +254 (20) 4448923/4/5
Fax: +254 (20) 4448818
Email: creative@camerapix.co.ke or
customercare@camerapix.co.ke

Correspondence on editorial and advertising matters may be sent to either of the above addresses.