



prime  
magazine

MEDIA PACK

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The only luxury monthly magazine for the Indian Ocean and for travellers to and from the region, a vital hub for the Middle East, Europe and many worldwide destinations as far away as China. Prime magazine has worldwide distribution via Airlines, Embassies, First class lounges, Luxury Hotels, Five Star Hotels and VIP gatherings.



Prime Magazine is the acclaimed top publication for the Indian Ocean and Madagascar, dedicated to inspiring, informing and guiding readers whether residents, visitors or in transit travellers.

The original content created by a top editorial team attracts international top end brands including:

- High Fashion (Men, Women, Children)
- Luxury Watches and Jewellery
- Collectibles from Handbags to Hi-Tech
- Top of the range Cars and Motorbikes
- Leisure
- Health and Beauty
- Culture and Lifestyle





“ Prime Magazine is a unique publication, reaching millions living in the Indian Ocean region and all the affluent visitors travelling to and from the area including Mauritius, Seychelles and Reunion.”

**The Magazine is published:**

- Bi-lingual French + English
- 120 pages A4 in 4 colours
- High quality print and paper
- Several print runs per edition of 10.000; as «High» or «National»; copies each
- National plus International

## Prime Magazine is created monthly to inform and entertain:

- **250.000** tourists visiting Madagascar every year
- **550.000** international visitors listed per year, leaving or going to Madagascar as a destination, boarding aircraft companies that serve the Big Island.
- **147.500** annual international passengers from Air Madagascar Company
- **330.400** annual regional passengers from Air Madagascar Company
- **74.100** annual national passengers from Air Madagascar Company
- The **24 million** inhabitants of Madagascar
- The whole **world**, through its international printed presence and online

Sources: The World Bank, Air Madagascar



# The readership: Approx. 70,000+ hard copy and 30,000+ online readers

## International Distribution:

Prime Magazine is available at all Madagascar Embassies, major international tourist fairs and many VIP events promoting the many 4\* and 5\* hotel and resorts in Madagascar and the Indian Ocean region including Mauritius, Seychelles and Reunion.

## Online Readership:

Promoted worldwide at VIP events, targeting an affluent audience of HNWI and UHNWI, as well as being available to all those interested in the Indian Ocean region, searching and reading about it online with current and past editions available to view.

## The Air Madagascar and Tsaradia inflight readership:

More than 80% of passengers read the magazines they find on the plane. The airplane cabin provides a captive environment, where airline magazine advertising reaches the audience at a very receptive moment. In-flight titles have this huge advantage: There is nothing to disturb them. Therefore, the opportunity to promote your brand, your product or your service through Inflight magazine advertising is huge. And distribution to all seat classes reaches a diverse audience between Economy and First class - all of them wealthy enough to travel by air = having disposable income.

Source: Wikipedia; Nielsen Audio (formerly Arbitron)

## The national distribution readership:

The 12 key destinations where prime magazines are distributed (see: Distribution) represent all of Madagascar's key economic plus key touristic destinations. Exact distribution points are not «nightlife» instead places where the affluent gather (overall, half residents and half visitors): Madagascar's top restaurants, cafés, hotels, private islands and luxury resorts, plus social and business hubs such as golf courses, airport lounges and business centres. Demography of the readership shows GNI way above average, and Prime Magazine targets the largest group of the adult population, being 25 to 54 years and half male, half female.

Source: [http://www.windexmundi.com/madagascar/age\\_structure.html](http://www.windexmundi.com/madagascar/age_structure.html)



## We calculate our reader numbers

With a classic factor of x4.5 per hard copy distributed international and national and the classic factor of x12 per hard copy distributed as inflight magazine with Air Madagascar.

## Bi-lingual (English-French) Content:

### Informative and entertaining features covering:

Luxury, style, leisure, culture, travel and much more. Plus Indian Ocean destination guides.

## Read the Magazine online here:

[www.primemedia.international](http://www.primemedia.international)

# TSARADIA



020 23 444 44



[www.tsaradia.com](http://www.tsaradia.com)

## The new national airline «TSARADIA»

In order to boost their network and develop its potential, Air Madagascar created a subsidiary company entirely dedicated to this network. TSARADIA literally means «a beautiful journey». This name reflects the positioning of the company and conveys the values it bears:

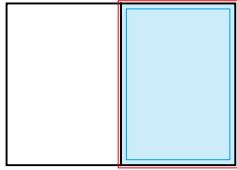
Dynamic and attentive, TSARADIA places the proximity with the customer and the satisfaction of its expectations at the heart of its activity. Professionalism: Safety, punctuality, reliability and

quality service structure its activities. Malagasy know-how and civic responsibility: TSARADIA works for the economic and tourist influence of the destination Madagascar, for the development of its population and for the protection of its biodiversity.

**From Antananarivo (capital)** : Antsirana, Mahajanga, Maroantsetra, Morondava, Nosy Bé, Sainte-Marie, Sambava, Toamasina, Tolagnaro, Toliara.



# Prime Advertising Rates & Specs

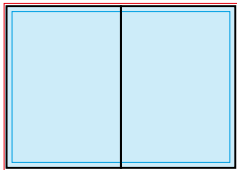


## Size

Full-Page  
Outside Back Cover  
Inside Front Cover  
Inside Back Cover

## Specs width × height

- Bleed Size 216 × 303 mm
- Trim Size 210 × 297 mm
- Type Area 190 × 277 mm



## Size

Two-Page Spread

## Specs width × height

- Bleed Size 426 × 303 mm
- Trim Size 420 × 297 mm
- Type Area 400 × 277 mm

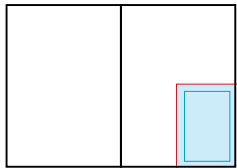


## Size

Half-Page

## Specs width × height

- Bleed Size 216 × 154 mm
- Trim Size 210 × 148 mm
- Type Area 190 × 128 mm



## Size

Marketplace

## Specs width × height

- Bleed Size 111 × 154 mm
- Trim Size 105 × 148 mm
- Type Area 85 × 128 mm

## Ad Requirements

**Bleed Size:** Make sure your background extends at least 3mm on all four sides to allow for trimming.

**Type Area:** Text, logos, and other important elements should be placed inside the type area.

**Format:** PDF/X1 (high-resolution PDF) with fonts embedded, all images saved in CMYK

**Type:** Minimum 6 pt type, minimum 8 pt reverse type

**Color:** CMYK only. No Pantone or spot colors.

**Rules:** Do not use any hairline rules. Black rules should be at least 0.25 pt, color rules should be at least 0.5 pt.

**Crop Marks:** Crop & registration marks and color bars must be offset by 10 mm

**Rich Black:** Use 60C, 40M, 40Y and 100K to produce rich black.

**Trapping:** Do not perform trapping.

The publishers retain the right to modify submitted files to meet production requirements, and will not be responsible for color or any other deviation from original file.

EMAIL YOUR ARTWORKS ON: [jon@primemedia.international](mailto:jon@primemedia.international)

## Deadlines Planning

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Issue	Closing Date (Visuals)
September 2018	Limite 10 August 2018
October 2018	Limite 10 Sept. 2018
November 2018	Limite 10 Octobre 2018
December 2018	Limite 10 Nov. 2018
January 2019	Limite 10 Dec. 2018
Fébruary 2019	Limite 10 January 2019

Issue	Closing Date (Visuals)
March 2019	Limite 10 February 2019
April 2019	Limite 10 March 2019
May 2019	Limite 10 April 2019
June 2019	Limite 10 May 2019
July 2019	Limite 10 June 2019
August 2019	10 July 2019

## Discount

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Discount	Full Page ½ Page ¼ Page
Booking for 4 Publications	5%
Booking for 8 Publications	10%
Booking for 12 Publications	15%



# PARTNERS



Office National pour l'Environnement



# prime magazine

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