

MEDIA INFORMATION

skylife and skylife business



ABOUT TURKISH AIRLINES

What makes us exceptionally



flights in
300
destinations



Europe's **BEST AIRLINE**
for the **6TH YEAR** in a row

within **120**
different
countries

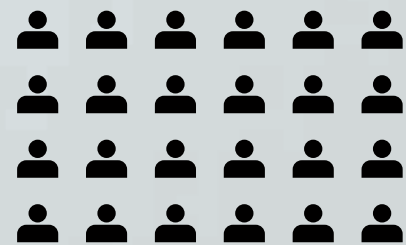


SKYLIFE MAGAZINE

some key facts



Skylife



6 million passengers
to target monthly



400.000
print copies

Skylife's content structure straddles the realms of travel, culture, and art. A contemporary pulse in lifestyle publishing, Skylife also probes technology, sports, hobbies, living, health and many more topics that are unique and intrinsic to its identity.



content sections



Now

Pulse of the world



Here

About Istanbul and Turkey



There

History, art, culture



Everywhere

Inspiring lands / adventures



rate card

Back Cover :	65,000€
Inside Front Cover and Opposite / 2 pages :	65,000€
Inside Back Cover :	31,000€

1st Section / First Ad Placement

Full Page on Right Hand :	32,000€
Double Page Spread :	59,500€

2nd Section / Pages 16 - 32

Full Page on Right Hand :	25,750€
Double Page Spread :	51,500€

3rd Section / Pages 33 - 48

Full Page on Right Hand :	24,500€
Double Page Spread :	47,250€

4th Section / Pages 49 - 64

Full Page on Right Hand :	23,250€
Double Page Spread :	45,250€

5th and 6th Section / Pages 65 - 96

Full Page on Right Hand :	22,000 €
Double Page Spread :	40,000 €

Standard Pages / Pages 97 - 208

Full Page on Right Hand :	20,500€
Double Page Spread :	38,500€

Transparent Plastic Bag / 260.000 copies :	61500€
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Technical specifications

Full bleed page: **20 x 27 cm**

Framed page : **19 x 26 cm**

Print area : **205 x 275 mm**

On CD : **Freehand format**

Film print : **60 or 70 frame degradation (300 dpi)**

Proof : **Proof from filmprint**

Paper : **80 gr glossy**

Cover : **200 gr glossy + varnish**

Binding : **Hot-melt adhesive**



Advertising reservations may be made until the 10th of every month.

Ads may be submitted up to the 15th of every month

IMPORTANT INFORMATION

- Long-term discounts: 5% for 3 to 6 consecutive issues, 8% for 7 to 12 consecutive issues.
- Rates include Agency Commissions.
- Pre-payment is a required for booking confirmation.
- The interest rate for overdue payments is 5%.

ADVERTISEMENT PUBLISHING CRITERIA

- Advertisements that conflict with general broadcast, publishing and ethical conduct and views of the Advertising Self-Regulatory Board will not be published.
- Advertisements that are not visually suitable to the Business Class Magazine publishing policy will not be published. Inappropriate visuals and/or statements may be subject to revision requests.



info & specs



SKYLIFE BUSINESS

some key facts

SkyLife
BUSINESS

Only for **business** &
first class passengers



100.000

print copies

900.000 passengers

to target monthly

in addition **25.000**
copies are **delivered to**
postal address of Turkish
Airlines Elit Card Holders

SkyLife BUSINESS is a high-end publication eclipsing the worlds of travel, lifestyles and new trends in business. It beckons those who are intent on enjoying the finer tastes in a dynamic life full of exciting discoveries.

As of September 2009, SkyLife BUSINESS' presence



content sections



Upfront

new products, objects of desire and fashion

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Travel

profiles on up-and-coming desirable spots as well as timeless locations

○-----



Lifestyle

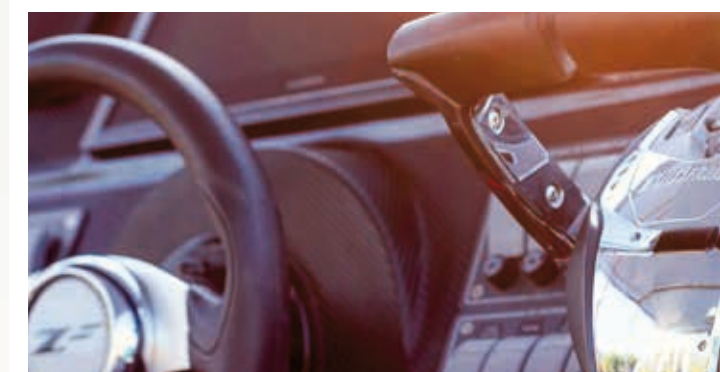
life's different colors, latest development in fashion and most important global events

-----○

New Business

Trends that foresee the future of business

○-----





rate card

Back Cover : 31,000€
IFCO (Opening Spread) 31,000€
Inside Front Cover : 22,000€
Inside Back Cover : 18,500€

1st Section / Pages 05 - 15

Full Page on Right Hand : 17,500€
Double Page Spread : 30,000€

2nd Section / Pages 16 - 32

Full Page on Right Hand : 14,500€
Double Page Spread : 26,750€

3rd Section / Pages 33 - 48

Full Page on Right Hand : 13,500€
Double Page Spread : 25,750€

Standard Pages / Pages after 49

Full Page on Right Hand : 12,500€
Double Page Spread : 23,000€

Customised Projects : Upon request





Technical specifications

Full bleed page: 20 x 26 cm

Framed page : 19 x 25 cm

Print area : 205 x 265 mm

On CD : Freehand format

Film print : 60 or 70 frame degradation (300 dpi)

Proof : Proof from filmprint

Paper : 80 gr glossy

Cover : 200 gr glossy + varnish

Binding : Hot-melt adhesive



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DUBAI **SINGAPORE** **MALAYSIA** **COLOMBO** **INDIA**