



high life

MEDIA PACK 2017

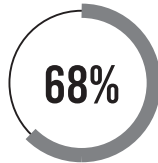


EDITOR'S LETTER

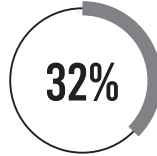
Voted one of the most important magazines of the 20th century, the latest reincarnation of High Life for the 21st century reflects a very British sense of irreverence, wit and attitude. It speaks to a new generation of travellers – Generation Curious: savvy, experienced globetrotters who want to know destinations from the inside out. Distributed in every BA seat pocket and in BA's exclusive lounges, it's packed with intriguing features and beautiful photography designed to shift perceptions and challenge preconceptions.

Kerry Smith

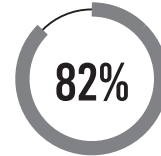
READERSHIP



Male



Female



High Life
readers are AB

824,000

IAS 2016 average issue
readership (Europe)

219,000

Premier TGI 2016 average
issue readership (UK)

197,000

The highest circulation of
any travel magazine

3.6 MILLION

potential readers



18%

(500,000 BA passengers pcm)
have talked about a feature or article
within High Life with someone else

Sources: IAS 2016, Premier TGI 2016

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£2,100

High Life readers spend per person on their last holiday



The magazine prompts advocacy with one in 10 passing on the magazine to a friend



€410,500

Average value of investments (excluding home/mortgage)



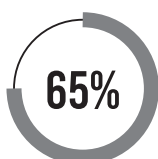
£1.7 BILLION

How much High Life readers have spent on cars in the past 12 months

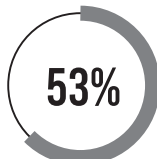


£130 MILLION

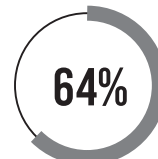
How much High Life readers have spent on fashion in the past 12 months



High Life readers buy duty free products at the airport



of High Life readers are Business Decision makers



of High Life readers like to go on holiday somewhere different every time

Sources: IAS 2016, Premier TGI 2016

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AD FOCUS

Ad Focus is a regular monthly feature in High Life Magazine which gives the advertiser a wonderful opportunity to showcase their company, alongside highly relevant content.

The advertiser will enjoy a 200-word editorial inclusion, written in the style of the magazine by a professional journalist according to the advertiser's brief – plus a full advertising page in the same issue.



ISSUE	AD FOCUS/AD GET
JANUARY	Ad Get – Las Vegas
FEBRUARY	Ad Focus – City Breaks
MARCH	Ad Focus – Beach Holidays
APRIL	Ad Focus – Caribbean
MAY	Florida
JUNE	Ad Focus – Indian Ocean
JULY	Ad Get – BA.com build your own itinerary/bucket list
AUGUST	South Africa
SEPTEMBER	Ad Get – Christmas Markets
OCTOBER	Skiing
NOVEMBER	Winter Sun/Middle East
DECEMBER	Watch Shoot

THEME/COVER STORY



JANUARY

Adventure



FEBRUARY

The new food revolution
in Detroit



MARCH

The London Issue



APRIL

Big In India – The Vamps
or Curious Europe
or New Orleans



MAY

The Californian Issue
(50 years of Summer of
Love) or The USA Issue



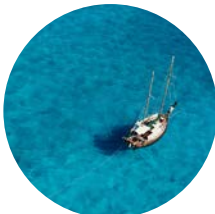
JUNE

New Europe/Lewis
Hamilton for the
Grand Prix



JULY

Chance The Rapper or
St Vincent in Texas or The
On/Off digital travel issue



AUGUST

TBC



SEPTEMBER

The Fashion Issue



OCTOBER

The Art Issue (Frieze)



NOVEMBER

TBC



DECEMBER

Where's Next for 2018

RATE CARD

PAGE	RATE
INSIDE FRONT COVER DPS	£40,021
INSIDE BACK COVER	£21,211
OUTSIDE BACK COVER	£24,412
DOUBLE PAGE SPREAD	£33,618
FULL PAGE	£16,541
RIGHT HAND PAGE	£18,195
HALF PAGE	£8,983
FULL PAGE ADVERTORIAL	£19,848
BOUND INSERTS	£79 PER '000
TIP ON	£79 PER '000
DPS MAP STRIP	£5,937
SPECIAL POSITIONS	Plus 10%



SCHEDULES

ISSUE	AD DEADLINE	INSERT DEADLINE
JANUARY	30 November 2016	6 December 2016
FEBRUARY	5 January 2017	10 January 2017
MARCH	1 February 2017	7 March 2017
APRIL	2 March 2017	8 March 2017
MAY	29 March 2017	4 April 2017
JUNE	2 May 2017	8 May 2017
JULY	1 June 2017	7 June 2017
AUGUST	3 July 2017	7 July 2017
SEPTEMBER	2 August 2017	8 August 2017
OCTOBER	1 September 2017	7 September 2017
NOVEMBER	3 October 2017	9 October 2017
DECEMBER	2 November 2017	8 November 2017
JANUARY	29 November 2017	5 December 2017

CONTACT US

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VISIT

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