

high life



CHANGE YOUR VIEW

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.



With a circulation of
200,643

it's the highest
circulating
travel magazine

86%

of *High Life*
readers are AB

**Who are our
readers?**

**38% Female
62% Male**

3.4
MILLION
potential readers



IASE 2015

710,000

Premier TGI 2015

248,000

High Life readers have spent **£1.7 BILLION** on cars in the past 12 months

73% High Life readers buy duty free products at the airport

High Life readers have spent **£130 million** on fashion in the last 12 months

High Life readers spend **£1,084** per person on their last holiday

59% of High Life readers are Business Decision makers

Average value of investments: **£372,850** (excluding home/mortgage)

67% of High Life readers like to go on holiday somewhere different every time



ADVERTISING INSPIRES THE BA AUDIENCE

“In terms of the sales conversions that BA Highlife magazine produced for the Bear Grylls Survival Academy – we’re having to open up additional dates. Course sales were coasting along before the publication came out and we were sitting at around 50% occupancy. Within the month of February we were suddenly sitting at 90% occupancy. I am 100% confident that this was as a result of the BA Highlife feature. The magazine certainly put us on the international map.” Paul Gardiner, International Marketing Director, Mantis Group





TALK ABOUT THE CONTENT

18% (500,000 BA passengers pcm) have talked about a feature or article within High Life with someone else

THE MAGAZINE PROMPTS ADVOCACY

with one in 10 passing on the magazine to a friend

Online

Extending the reach of *High Life's* invaluable content, inspiring people outside of the plane.

- Banner advertising on the website complements print campaigns, providing a direct response within a relevant editorial environment.

- Hosting online competitions with data capture furthers association with the British Airways' brand and enables you to start building a relationship with our affluent audience.



High Life readers have spent

£130 MILLION

on fashion in the past 12months



RATECARD:
TURN TO BACK OF CARD FOR FULL RATECARD AND SCHEDULES

AD FOCUS THEMES, CALENDAR AND RATES

Ad Focus is 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.

January	Barbados
February	Short breaks
March	Beaches
April	Florida
May	Caribbean
June	Indian Ocean
July	Best Family Holidays
August	India
September	Winter Sun
October	Exciting Escapes
November	Menswear Fashion
December	Beauty



EDITORIAL CALENDER – HIGH LIFE 2016

December 2015

Costa Rica

January 2016

The most anticipated hotel openings of 2016

February 2016

The America Issue to include San Jose, California

March 2016

TBC

April 2016

Shorthaul round up to include BA new routes (to be announced)

May 2016

Lima cover feature

June 2016

San Jose in Costa Rica

July 2016

TBC

August 2016

Rio

September 2016

Fashion week coverage/ The Caribbean on a shoe-string

October 2016

The unexpected family destinations

November 2016

Winter snow

December 2016

Where next? The new, hottest destinations for 2017

January 2017

The most anticipated hotel openings of 2017*

February 2017

Fashion weekcoverage/ The World's Best Villas

*Subject to change without notification. Please contact your local representative for the latest update.

RATECARD

SIZE/POSITION OF AD	RATE (£)
Inside front cover	36,383
Inside back cover	19,283
Outside back cover	22,193
DPS	30,562
Full page	15,037
Right-hand page	16,541
Half page	8,166
Full-page advertorial	18,044
Bound inserts	79 per '000
Tip on	79 per '000
DPS map strip	5,397
Special positions	plus 10%
ONLINE	
Billboard	£25 CPM
Leaderboard	£40 CPM
Online Competition	£6,000

ADVERTISING CONTACT

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SCHEDULES

ISSUE	AD DEADLINE	INSERT DEADLINE
February	23 December	6 January
March	1 February	5 February
April	1 March	7 March
May	31 March	6 April
June	29 April	6 May
July	1 June	7 June
August	30 June	6 July
September	2 August	8 August
October	31 August	6 September
November	30 September	6 October
December	2 November	8 November
January 2017	30 November	6 December