



M E D I A P A C K 2 0 1 8

W E L C O M E

First is the quarterly magazine produced exclusively for British Airways First passengers, redefining what 'luxury' means now for the most discerning audience in the world. For our readers, real luxury is an experience and an attitude, not a price tag. It is created by time, skill, craft, heritage and expertise.

First magazine reflects these values through its 'hand crafted, personally chosen' proposition. Focusing on a different theme each issue, the magazine is created by an expert group of specially invited makers, thinkers and doers. And to reflect its collectable quality, *First* is a specialist size – smaller than A4, but bigger than A5.



Potential readership
100,000 (per edition)

READERSHIP PROFILE

First customers are an exclusive audience who share over-scheduled lives, well-travelled backgrounds and discerning tastes. Their time in First is valued as a rare opportunity for them to relax and unwind. Designed to reflect their experiences, interests and peer group, *First* magazine is an unbeatable opportunity to reach and engage this audience.



Male 54%
Female 46%
Average age 47
(Source: IAS 2017)

MISSION STATEMENT



Customers respond to *First* magazine because...

It is beautiful, calm and inspiring

It is unique: containing perspectives and content that can't be found
in the same way anywhere else

It is compelling: produced by world-class writers and creators

It is discerning and understands the real meaning of luxury


T H E M E S 2 0 1 8

Each issue is themed around a concept that holds commercial potential and is intrinsically related to the BA brand

Buildings Edition
January-March 2018
Property, interiors,
architecture



Bliss Edition
April – June 2018
Beauty and art



Waves Edition
July – September 2018
Yachting and luxury cruises



Gold Edition
October – December 2018
Watches and jewellery

i P A D E D I T I O N

First is also available in iPad form, and includes all advertising pages featured in the magazine. In addition, the iPad edition can be sponsored by a single advertiser. This includes a logo on the front cover of the tablet magazine, a branded button on the contents page and an interactive media gallery.



A D V E R T O R I A L S

Our dedicated creative team is experienced in knowing what will appeal to our readers, and will work closely with clients to produce pages that are tailored to suit their needs – with the impact that only *First* can deliver.

Photography, artwork and copy are subject to client's approval.

OMNIS OF CALM
One&Only Le Saint-Géran will boast 185 newly renovated rooms and suites, all with lagoons, views or beach views. 18 suites and Villa One is a two-bedroom villa with a private pool. The interior décor will draw from the local culture, with hints of sun bleached sands, azure ocean and vibrant blooms, while state-of-the-art technology and in-room amenities give the comfortable feeling of home.

GASTRONOMIC DELIGHTS
Celebrity chef Marc de Passassin will oversee the resort restaurant, ranging from high-end gourmet to 'foos in the sand' atmosphere. Enjoy Spanish tapas with Asian fusion, a refined snackhouse or an artisanal bakery and coffee shop. For Mauritian-inspired recipes, try La Pêche. Here, talented local chefs grill the daily catch over firewood and ovens for succulent, delicious and authentic flavours.

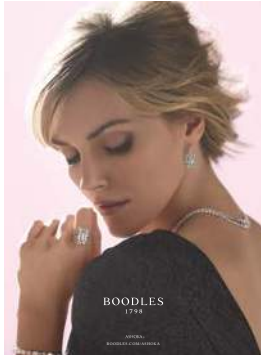
ULTIMATE RELAXATION
Set in a lush garden, the brand's One&Only Spa will be a haven for treatments inspired by indigenous techniques. Exclusive brand partnerships include Biologique.

JOIN THE CLUB
Club One will be the exciting new hub for all things active and will feature an indoor and outdoor fitness centre with dedicated space for spinning, Zumba, and yoga. Worthless sporting facilities include floodlit tennis courts, a volleyball court, mini golf course, and Mauritius's first ever Henri Leconte paddle courts. Club One will also be home to KidsOnly and OneElder, offering kids and teens activities from art classes and sporting adventures to movie nights, DJ parties and exclusive barbecues.

TAKE TO THE WATER
The revitalized watersports pavilion will be the base for water-based fun. Try kajak, stand-up paddle boarding and fly fishing, or wind surfing and laser sailing. Explore the vibrant coral reef on a glass-bottom boat trip, a snorkelling expedition, or up close on a guided diving adventure.

Book it. Acquire it. Direct to Mauritius up to five times a week. Visit 1st.be.com/firstmagazine.

R A T E C A R D 2 0 1 8



Publishing/copy deadlines

Issue	Deadline
Jan-March 2018	1st Dec 2017
April-June 2018	2nd March 2018
July-Sept 2018	1st June 2018
Oct-Dec 2018	31st Aug 2018

Ratecard

Full page – run of mag	\$13,791
First right hand page	\$17,234
Front half/right hand page	\$15,045
Page facing contents	\$18,621
Outside back page	\$22,462
Inside front cover	\$20,068
Inside back cover	\$19,342\$
DPS	\$26,539
DPS inside front cover	\$34,272
Advertorial	Rate card plus 25%

All pages included in iPad edition

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