
Media Pack 2019

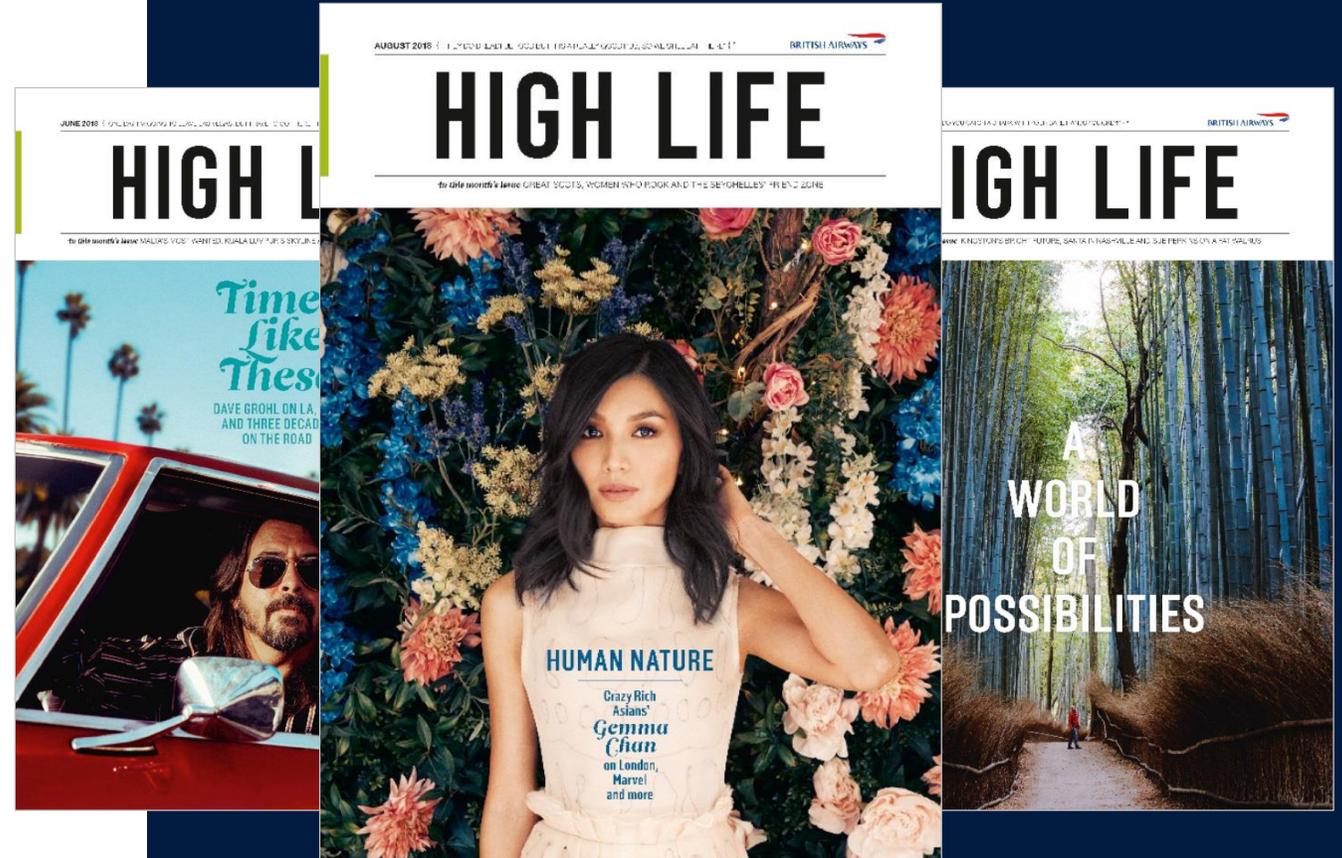
HIGH LIFE

Editor's letter

Bold, bright and unashamedly optimistic, *High Life* is a magazine with a global perspective and a British accent. Every month we cover the most intriguing destinations, experiences, individuals and luxury goods from around the world. After being relaunched in May 2018, we now boast arguably the strongest line-up of world-class writers, photographers and illustrators that we have had in the magazine's 45-year history. Read by a potential 3.9 million passengers per month and distributed to every seat pocket (from World Traveller through to First) on every British Airways flight – as well as within the BA lounges – it's packed with brilliant ideas, witty features and exceptional photography that will inspire travellers wherever their final destination.

Andy Morris

Nominated for CMA Editor
of the Year 2018



Editorial pillars

Since the magazine's relaunch in May 2018, *High Life* is now focused entirely on showcasing the world's best and brightest destinations, products and services in every issue.

We intend to make the familiar feel new and the new feel familiar. Shot through with a very British sense of wit and irreverence, *High Life* is a monthly compilation of the boldest and brightest individuals and experiences around the world – all delivered with the kind of cutting-edge design flair more commonly found in fashion and art titles.

Our pillars include:

Inspiration, Connection, Reservation, Opinion, Destination



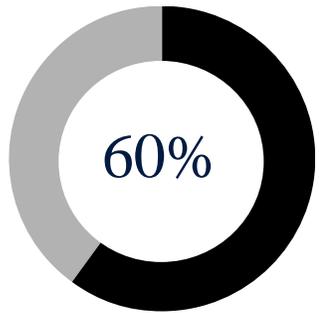
Readership

3.9m

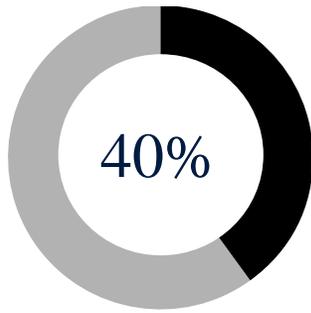
Potential readers a month

43

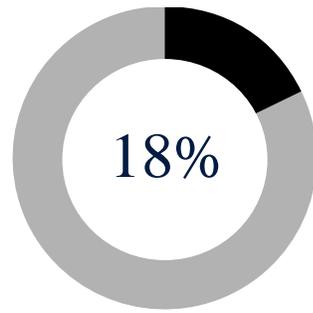
Average age



Male



Female



have talked about a feature or article within *High Life* with someone else



Insights into the High Life reader

184%

more likely than the average affluent European to own a second home abroad.

£362,095

Average value of investments (excluding home/mortgage).

206%

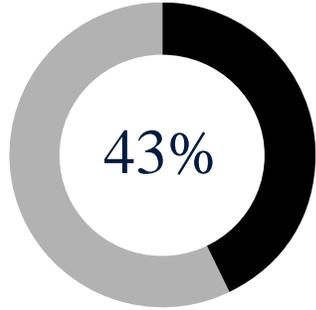
more likely than the average affluent European to be planning on spending €100,000+ on their next car in the next 12 months.

209%

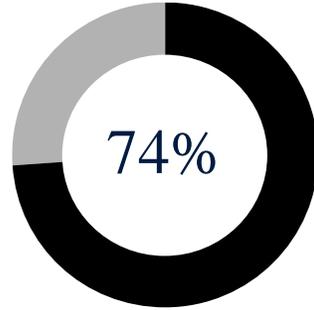
more likely than the average affluent European to have spent €1,000+ on an item of designer clothing in the last 12 months.



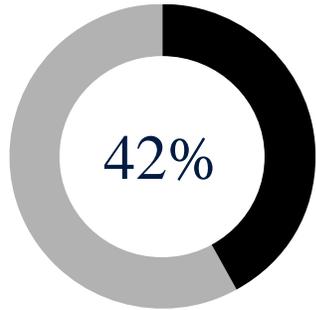
Insights into the High Life reader



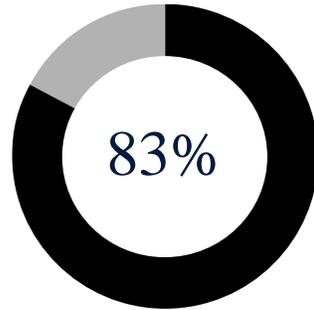
of readers have spent €2,000+ on a holiday in the last 12 months



of readers buy duty-free products at the airport



of readers are business decision-makers



of readers like to go on holiday somewhere different every time





Our advertisers

From luxury travel and lifestyle, through to fashion, watches and technology, *High Life* attracts the world's finest brands – keen to reach an audience that is both highly affluent and highly engaged with our product.



Engagement

***High Life* magazine offers advertisers a unique environment to target a hard-to-reach audience.**

The *High Life* reader is in a relaxed frame of mind and as such is open to messaging. Advertisers can enhance their exposure to this audience with tailored solutions, such as:

High-impact placement

Using key premium positions to maximise brand impact.

Brand relevance

Key positioning within relevant content or editorial pillars offers maximum exposure and relevant association.

Brand immersion or one-on-one interaction

The undivided focus *High Life* readers give the magazine offers the opportunity to produce branded content that will immerse, educate and inform this captive reader.



Branded content

Our branded content helps you raise awareness and attention of your offering while fitting perfectly within *High Life* magazine. If you would like your brand to be included in what *Campaign* readers voted one of the most important magazines of the 20th century, this is your ideal opportunity to work with our team.

You not only get to work with the creatives who write and commission the title every month, but also enjoy the credibility and halo effect that comes with the endorsement of *High Life*, a magazine that has been leading the industry for 45 years.

The team will work with you to produce pages that are tailored to suit your needs, with photography, artwork and copy all subject to your approval. Eye-catching branded content can change perceptions, drive engagement and create engaging talking points when 3.9 million customers read about it during their BA flight.

MOROCCO'S BEATING HEART

With year-round good weather, rich culture and excellent accommodation options, Marrakech is a must-visit. The best bit? It's all possible in just a few days – as OLIVIA McLEARN discovers

DAY ONE

It's rare to arrive in Marrakech with plenty of luggage space as the shopping opportunities in this city are incredible. First stop the world-famous Medina, with its many sensory souks bubbling over with Arabic souveries – also the perfect place to test haggling skills. For a more refined experience, head to contemporary outlets El Fern and Harout Boutique. After all that shopping, take some time out to relax. Luckily, Marrakech is a wellness wonderland. For skin-scritches and scented body wraps, hammams – opulent spas with Turkish baths, decorated with beautiful mosaics – are easy to find in the city.

One unmissable sight is the Djemaa El Fna square, a UNESCO Intangible Cultural Heritage site and the heart of the Medina. Find a restaurant with a rooftop terrace, order a tagine and fresh mint tea, and watch the sun set over the square below.

DAY TWO

It may be called the Red City, but Marrakech has a lot of green spaces, too – one just has to know where to look. Get upright and early and head for Jardin Majorelle, where cacti and mosaic fountains lead the way to Yves Saint Laurent's former holiday home and, right next door, the stunning museum bearing his name. Once both are ticked off the list, take a horse-drawn carriage to the city's Palmerie, where visitors feast their eyes on more than 100,000 date palms.

DAY THREE

Get the camera roll ready for the beautifully preserved Saadian Tombs, and its intricate Chamber of the 12 Pillars. Next, stop by Bahia Palace, a true architectural masterpiece. Round the day off with a visit to Marrakech's largest building, the Ben Youssef Madrasa college, founded in the 14th century. A symbol of the city, its towering 12th-century minaret makes for a brilliantly Instagrammable sunset shot.

ATTENTION TO DETAIL

Main image: an arch at the Ben Youssef Madrasa college, founded in the 14th century. Below: the Menara Gardens, framed by the Atlas Mountains

DAY FOUR

Water gardens are in luck as there are six golf courses dotted around the city. After a morning on the green, a cool-down may be in order. Luckily, just a short drive from the centre, there is paddling on Lalla Takerkoust Lake. Hiking to the Ouzoud Waterfalls and – if it's winter – even sipping the sap of Oukaimeden in the stunning Atlas Mountains. Still not tiring enough? Try camel back riding and quad biking with an adventure tour provider such as Marrakech Desert Trips deep into the Palmerie for a day of mountain-backed thrills.

And for over a week? There is even more to explore. From the Menara Garden – and its incredible view of the Atlas Mountains – to the quiet Agdal Gardens, not to mention various festivals throughout the year, visitors will feel thoroughly immersed in this unforgettable city.

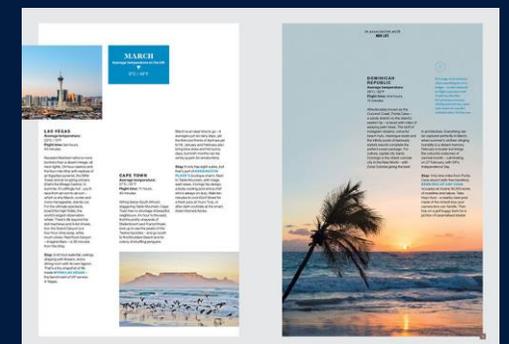
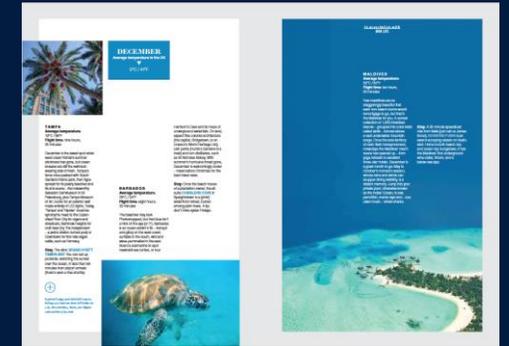
British Airways flights to Marrakech with frequent, daily services from both London Heathrow (LHR) and Gatwick (GW). ba.com/marrakech

76 77

Inserts

Case Study: Winter Sun for London Gatwick

A bespoke promotion created for London Gatwick, produced on a distinctive paper stock and bound within the October 2018 issue of *High Life*, as well as existing as an independent print title. We used the expertise and contacts of High Life's art director, picture editor, senior editorial team and freelance writer Gemma Askham, whose work regularly appears in *GQ*, *Elle*, *Harper's Bazaar* and *Marie Claire*. Working with the client, we managed to not only convey the scope and range of the destinations offered, but also offer an elegant, refined treatment, both of which fit seamlessly within *High Life*.



2019/2020 Editorial calendar



February

Relaxation Special,
Valentines guide



March

Villas Hotlist for 2019,
Travel Accessories



April

European Special,
Food & Drink



May

NYC Special,
Luggage guide



June

Animal Experience
Hotlist, Father's Day
gift guide



July

Family Travel Hotlist,
Summer Beauty guide



August

British Issue to
celebrate BA's 100th
anniversary



September

Style Issue,
Fashion Hotlist



October

Music Issue, Travel
Technology special



November

Adventure Issue,
Exploration Hotlist



December

2020 Travel Preview,
Watch guide



January

London Issue, 2020
Hotel openings,
Spa guide

Rate card

Page	Rate
Inside Front Cover DPS	£43,283
Inside Back Cover	£22,940
Outside Back Cover	£26,402
Double page Spread	£36,358
Full Page	£17,889
Right Hand Page	£19,678
Half page	£9,715
Full Page Advertorial	£21,462
Bound Inserts	£85 per '000
Tip On	£85 per '000
DPS Map Strip	£6,459
Special Positions	Plus 10%



Copy deadline

Issue	Ad Deadline	Insert Deadline
January 2019	28 November 2018	4 December 2018
February 2019	2 January 2019	8 January 2019
March 2019	30 January 2019	5 February 2019
April 2019	4 March 2019	8 March 2019
May 2019	29 March 2019	4 April 2019
June 2019	30 April 2019	7 May 2019
July 2019	3 June 2019	7 June 2019
August 2019	3 July 2019	9 July 2019
September 2019	31 July 2019	6 August 2019
October 2019	3 September 2019	9 September 2019
November 2019	2 October 2019	8 October 2019
December 2019	4 November 2019	8 November 2019



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