

New in-flight mag takes off



'aboutTime', the in-flight magazine for 1time Airline, has found new publishers and has been given an extensive facelift. Coinciding with a brand new advertising campaign, the revamped magazine was launched on 1 July. "This magazine will set a new standard in the genre," said Sam Weber, Editor of aboutTime.



The look and feel is clean, uncluttered and edgy. The editorial mix broadens its focus beyond travel and destination features - the standard bearers for any in-flight magazine - to also include features on celebrities, business, technology, and other topics of general interest. "We don't underestimate the intelligence and scope of interest of our readers," said Wilhelm Loots, Editor-in-chief. "1time serves a wide diversity of passengers. The only common factor, really, is that they all know a good deal when they see it. We aim to exceed their expectations of a 'good deal' when it comes to the on-board reading material."

aboutTime is published by TCB Publishing, a Pretoria based publishing house with many years of experience, specifically with regard to publishing in-flight and other niche magazines.

"We have taken carefully calculated risks with some design elements," explains Loots. "It is our belief that the magazine is now truly unique in this regard. Nothing like it has been done before. 1time revolutionised the domestic airline industry. We felt strongly that their in-flight magazine should do the same on its playing field."

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