

Read, fly with 1time

1time's in-flight magazine, *aboutTime* is said to have seen an increase in advertising sales this year and as well as being available to the airline's passengers, is also available online.



Passengers on these routes can enjoy *aboutTime*, the monthly in-flight magazine that presents information about travel, arts, entertainment, business and technology news. Now available to over 200 000 passengers per month, the conveniently sized magazine is claimed to have grown in popularity and credibility with passengers and advertisers alike, with many advertisers capitalising on the captive audience this magazine is able to reach. The publication has seen an increase in advertising sales this year and is poised for even more for in its December edition, thanks to the seasonal increase in travel.

Bernie Hellberg, COO of TCB Group says, "The magazine has a pass-along rate of 1:10 and 95% of all passengers read the publication. *aboutTime* is poised for a definite boost in the months to come."

The magazine is also available online, which means that passengers do not need to fly 1time in order to view the magazine - view it at www.aboutime.co.za.