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.

Nominated for CMA Editor of the Year 2018
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

60%
Male

40%
Female

18%
have talked about a feature or article within High Life with someone else

Sources: BA passenger stats 2018, BA Research and IAS 2018
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.

Sources: BA Research and IAS 2018
Insights into the High Life reader

- 43% of readers have spent €2,000+ on a holiday in the last 12 months
- 74% of readers buy duty-free products at the airport
- 42% of readers are business decision-makers
- 83% of readers like to go on holiday somewhere different every time

Sources: BA Research and IAS 2018
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.
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 Clare*. 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

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Contact

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Visit www.bamedia.co.uk