

Sunday Times

MADE IN  
**SA**

A GLOSSY PUBLICATION DISTRIBUTED TO  
50 000 **Sunday Times** SUBSCRIBERS  
+ 10 000 COPIES BAGGED ON SHELF WITH  
**SA HOME OWNER** MAGAZINE  
DISTRIBUTION: APRIL 2018

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group.

SOUTH AFRICAN  
**HOME OWNER**  
INFORMED • INNOVATIVE • INSPIRED  
WELCOME HOME

 **PICASSO  
HEADLINE**  
Excellence in niche publishing

# 2018 RATES

The **Sunday Times Made in SA** magazine will showcase all things local, which lend themselves to growing our economy. Brands are more important today than ever before, and this publication is designed to stimulate the ever-growing desire to buy, appreciate and embrace all locally made products. Additionally, market forces and government regulations are beginning to influence the buying of local products now more than ever before, making this an opportune time to showcase your locally made products.

RATES		SPECIAL POSITIONS	
Full Page	R28 950	Inside Front Cover DPS	R74 500
DPS	R55 500	IBC	R34 950
½ Page Horizontal	R15 000	OBC	R38 500
⅓ Page Vertical	R13 500	Opposite Credits/Contents	R33 500

CORPORATE PROFILES / ADVERTORIALS AND SPONSORSHIP PACKAGES	RATES
3 Pages	R75 800
4 Pages	R77 100
PLATINUM SPONSOR: Cover Logo + 200 word bio on the sponsors page + 4 Page profile + DPS	R185 000
GOLD SPONSOR: Cover Logo + 200 word bio on the sponsors page + 4 Page profile	R150 000
SILVER SPONSOR: Cover Logo + 200 word bio on the sponsors page + 2 Page profile	R114 000
*Sponsorship packages include: Banner ADVERT and link activation on the Business Media Live website + 50 copies of the magazine	
*Advertising rates are excluding agency commission and VAT	

**COVER BRANDING, SPECIAL EXECUTIONS, PROFILE PACKAGES AND SPONSORSHIPS:** Pricing on request.

**RUN-ON COPIES:** Additional copies will be offered to organisations wishing to make use of this publication for internal distribution.

**Pricing on request.**

**COVER BRANDING:** Pricing on request.

**CREATIVE EXECUTIONS:**

- Centrespread on heavier GSM gloss; and
- 4-, 6-, and 8-page sections on heavier GSM gloss.

**Pricing for the above on request.**

## MATERIAL REQUIREMENTS

SIZE	TRIM	BLEED	SAFE TYPE AREA
DPS	297 x 470mm	303 x 476mm	215 x 430mm
Full Page	235 x 297mm	241 x 303mm	215 x 277mm
½ Page Horizontal	138 x 225mm	no bleed	134 x 221mm
½ Page Vertical	109 x 289mm	no bleed	97 x 277mm
<b>Format:</b> CMYK PDF (Compliant PDF/x – 1a standard for mag web printing)			
<b>Resolution:</b> 300dpi			
<b>Max Total Ink:</b> 270%			

**DISTRIBUTION:** 50 000 copies inserted into **Sunday Times** subscriber copies  
+ 10 000 copies bagged and on shelf with **SA Home Owner** magazine

**ONLINE:** [www.businessmediamags.co.za](http://www.businessmediamags.co.za)

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