

*Sunday Times*

# FOOD BASKET

APRIL 2018



A GLOSSY PUBLICATION DISTRIBUTED TO  
50 000 *Sunday Times* SUBSCRIBERS

The Sunday Times FOOD BASKET publication will be distributed to 50 000 *Sunday Times* subscribers nationally as a South African-focused food and beverage magazine, addressing key topics such as food-price inflation and the current food shortages facing our country.

*Sunday Times* FOOD BASKET will engage key decision makers, role players and stakeholders in the private and public sectors, in an attempt to address the problems and strive towards finding workable solutions and products in the food and beverage sectors.

# 2018 RATES

The **Sunday Times Food Basket** publication succinctly tackles practical and important issues around food access, food utilization and food availability.

## KEY FOCUS AREAS

- Agriculture and manufacturing
- Supply chain processing
- Food science and technology
- Packaging and distribution
- Retail and FMCG
- The impact of food waste
- The changing role of business



## ADVERTISING RATES

RATES		SPECIAL POSITIONS	
Full page (FP)	R23 750	Inside front cover (IFC) DPS	R60 000
Double-page spread (DPS)	R46 000	Second DPS	R49 900
Half page horizontal (HPH)	R13 000	Inside back cover (IBC)	R29 800
Half page vertical (HPV)	R13 000	Outside back cover (OBC)	R35 500

## SPECIAL EXECUTIONS

**Gatefold:** pricing on request  
**Extra copies/run-on:** additional copies for organisations' internal distribution. Pricing on request.  
**Cover branding:** bespoke cover branding. Pricing on request.  
**Creative executions:** centre spread on higher gram, gloss paper as well as 4- 6- and 8-page sections on higher gram, gloss paper. Pricing for the above on request.

CORPORATE PROFILES/ADVERTORIALS AND SPONSORSHIP PACKAGES	RATES
1 x logo on the front cover	R18 000
1 x page (advert/advertorial) + front cover logo	R43 000
2 x page (advert/advertorial) + front cover logo	R68 000
3 pages	R63 500
4 pages	R82 000
PLATINUM SPONSOR: cover logo + 200-word bio on the sponsors' page plus 4-page profile + DPS	R150 000
GOLD SPONSOR: cover logo + 200-word bio on the sponsors' page plus 4-page profile	R110 000
SILVER SPONSOR: cover logo + 200-word bio on the sponsors' page plus 2-page profile	R85 000

\* Sponsorship packages include: banner advert and link activation on the Business Media Live website plus 50 copies of the magazine

(Rates exclude agency commission and VAT)

## ONLINE

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

## MATERIAL REQUIREMENTS

SIZE	TRIM	BLEED	SAFE TYPE AREA
DPS	297 x 470mm	303 x 476mm	215 x 430mm
FP	235 x 297mm	241 x 303mm	215 x 277mm
Half page horizontal	138 x 225mm	no bleed	134 x 221mm
Half page vertical	109 x 289mm	no bleed	97 x 277mm

**Format:** CMYK PDF (Compliant PDF/x - 1a standard for mag web printing)

**Resolution:** 300dpi

**Max Total Ink:** 270%

## ADVERTISING CONTACT:

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