

Sunday Times

MADE IN  
**SA**

A GLOSSY PUBLICATION DISTRIBUTED TO  
30 000 **Sunday Times** SUBSCRIBERS  
+ 10 000 COPIES BAGGED ON SHELF WITH  
**SA HOME OWNER** MAGAZINE  
DISTRIBUTION: 29 APRIL 2018

# 2018 RATES

The **Sunday Times Made in SA** magazine showcases all things local, especially those which lend themselves to growing our economy. Brands are more important 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 stimulate and influence the buying of local products, making this an opportune time to showcase your locally-made products and brands.

RATES		SPECIAL POSITIONS	
Full Page (FP)	R24 500	Inside Front Cover DPS	R64 000
Double page Spread (DPS)	R45 000	Inside back cover (IBC)	R30 400
½ Half page horizontal	R13 500	Outside back cover (OBC)	R33 110
		Opposite credits/contents	R28 810

CORPORATE PROFILES / ADVERTORIALS AND SPONSORSHIP PACKAGES	RATES
3 Pages	R70 000
4 Pages	R92 000
PLATINUM SPONSOR: Cover Logo + 200 word bio on the sponsor's page + 4 page profile + DPS + Banner on BMM	R162 000
GOLD SPONSOR: Cover Logo + 200 word bio on the sponsor's page + 4 page profile + Banner on BMM	R120 000
SILVER SPONSOR: Cover Logo + 200 word bio on the sponsor's page + 2 page profile + Banner on BMM	R105 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:**

- Centre spread on heavier GSM gloss; and
- 4- 6- and 8-page sections on heavier GSM gloss.

**Pricing 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

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

**Resolution:** 300dpi

**Max total ink:** 270%

**DISTRIBUTION:** 30 000 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)

## ADVERTISING CONTACT

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