

# Healthy Times

Sunday Times



WINTER EDITION: 17 JUNE 2018

TOTAL PRINT RUN  
**40 000**

DISTRIBUTION  
BREAKDOWN

**30 000**  
SUNDAY TIMES

+

**6 000**

COPIES BAGGED ON  
SHELF IN RETAIL OUTLETS  
WITH SA HOME OWNER

+

**4 000**

COPIES BAGGED AND  
DISTRIBUTED WITH MIMS  
TO MEDICAL PROFESSIONALS

2018  
ADVERTISING  
AND BOOKING  
INFORMATION

Sunday Times

# Healthy Times

## advertising rates for Healthy Times 2018

	FP	DPS	IFC DPS	OBC/ IBC	OPP ED'S/ CONTENTS	1/2 PAGE	1/4 PAGE
Winter Edition	R19 900	R37 800	R41 625	R30 000	R23 750	R12 000	R6 500

Prices exclude agency commission and VAT

## corporate profiles and sponsorship packages for Healthy Times 2018

3 PAGES	4 PAGES	PLATINUM SPONSOR: cover logo + 6 pages + banner advert	GOLD SPONSOR: cover logo + 4 pages + banner advert	SILVER SPONSOR: cover logo + 2 pages + banner advert
R60 640	R79 800	R140 000	R120 000	R91 200

## material specifications for Healthy Times 2018

	DPS	FULL PAGE	1/2 PAGE HORIZONTAL	1/2 PAGE VERTICAL	1/4 PAGE
Trim	470 x 297mm	235 x 297mm	225 x 138mm	107 x 287mm	107 x 138mm
Bleed	480 x 307mm	245 x 307mm	no bleed	no bleed	no bleed
Safe type area	430 x 215mm	215 x 277mm	217 x 130mm	99 x 279mm	99 x 130mm

All finished advertising material to be supplied as CMYK PDF in PDF/X-1. (This format is standard for magazine web printing.) Resolution must be 300dpi and maximum total ink to be 270%.

## contact and publishing details for Healthy Times 2018

Published by Picasso Headline (Pty) Ltd. Reg 59/01754/07  
A Tiso Blackstar Group Brand  
Tel: +27(0) 21 469 2400 | Fax: +27(0) 86 682 2926  
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PO Box 12500, Mill Street 8010

# Healthy Times

fresh, MODERN, *informative* & INVITING

**Healthy Times** provides balanced and integrative editorial, focusing on ways to improve the quality of our lives

**Distribution: 40 000 copies**

30 000 copies distributed to *Sunday Times* subscribers  
 6 000 copies distributed on shelf in retail outlets with SA Home Owner  
 4 000 copies distributed with the *Monthly Index of Medical Specialities (MIMS)* – South Africa's most credible medical reference journal, boasting a publishing history of longer than 50 years.

**NEW NUTRIBULLET NEW YOU**  
 INTRODUCING THE NUTRIBULLET PRO

**The juicer's superfood diet**  
 From the juicer's superfood diet, you can expect to see a variety of fruits and vegetables in your smoothies and juices. This diet is rich in antioxidants, vitamins, and minerals, and is a great way to improve your overall health and well-being.

**THE PERFECT HOME JUICER?**  
 The Nutribullet Pro is a powerful and versatile juicer that can handle a wide range of fruits and vegetables. It's easy to use, easy to clean, and produces delicious, healthy drinks. It's the perfect addition to any kitchen.

**Diabetes**  
 The biggest risk that follows...  
 Accu-Chek

**TOUCH FITNESS TRACKER**  
 TOMTOM SPORTS

**NEW BODY COMPOSITION ANALYSIS**  
 Being fit is more than a number on a scale. Your body composition, which is your body fat and muscle percentage, is a great indicator of your fitness and gives you insights about the changes you are in.

**TRACK WHAT YOU'RE MADE OF**  
 Let TomTom Touch help you understand your individual body composition and record any fat loss track of and reach your optimal goals for fat loss.

**WHY looking good IS SO IMPORTANT TO WOMEN TODAY**  
 HeadBlade

**IT'S NOT A HAIRSTYLER. IT'S A GROOMER.**

**GREEN LITE**  
 Unlocking the potential of GREEN TEA

**Origin8**

**Unlocking the potential of GREEN TEA**  
 Origin8

**The most economy NUTR ORIGIN8**  
 is a highly green tea superfood extract

**Healthy Times**  
 10 STEPS TO HEALTHY HEART FITNESS  
 ROMEO KUMALO

**Healthy Times**  
 MEDICAL MIST  
 LUCAS RAABE

**Healthy Times**  
 MOTION SICKNESS  
 SERVICE ORIENTATION

**tiso blackstar group.**  
**PICASSO HEADLINE**  
 Excellence in niche publishing  
**Sunday Times**  
**mims**  
**HOME OWNER**

## HEALTHY TIMES FOCUS

- Fitness •
- Nutrition •
- Lifestyle •
- Wellness •
- Anti-ageing •
- Oral care •
- Mental wellness •
- Pet care •
- Healthy homes •
- Vaccines, vitamins, supplements •

## VISIT OUR WEBSITE

www.businessmediamags.co.za



## ADVERTISING CONTACT

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