

Sunday Times

# Franchising

EVERYTHING YOU NEED TO KNOW



TOTAL PRINT RUN  
**40 000**

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BREAKDOWN

**33 000**  
SUNDAY TIMES  
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BUY-A-BUSINESS EXPO

PUBLICATION DATE

**2 SEPTEMBER  
2018**

2018  
ADVERTISING  
AND BOOKING  
INFORMATION

Sunday Times

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advertising rates for *Franchising 2018*

FP	DPS	IFC DPS	2ND DPS	IBC	OBC	OPP ED'S/ CONTENTS	1/2 PAGE	1/4 PAGE
R25 800	R45 500	R65 500	R54 500	R32 500	R33 600	R29 200	R14 200	R7 600

Prices exclude agency commission and VAT

corporate profiles and sponsorship packages for *Franchising 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

**GATEFOLD:** 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:** Bespoke cover branding. Pricing on request.

**CREATIVE EXECUTIONS:** Centrespread on heavier GSM gloss; 4-, 6-, and 8-page sections on heavier GSM gloss; bellyband on special sections. Pricing on request.

material specifications for *Franchising 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 *Franchising 2018*

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# Franchising

Buying a franchise is an investment in your future, but as with any major decision, you should thoroughly research the industry, the model and the pros and cons of owning a franchise.

In this day and age of volatility and uncertainty, more and more South Africans are looking to invest their time, money and efforts in a tried-and-tested business model that works.

According to the Franchise Association of South Africa, the franchising sector's turnover has reached R300-billion, and it contributes significantly to the country's gross domestic product (GDP). The sector's good performance is reflected in the industry's 627 different franchising systems.

South Africa has more than 31 000 franchising outlets, which service 17 business sectors, including fast food and retail. Franchising contributes nearly 10% to the country's GDP, and employs more than 323 500 people throughout the country.

John Baladakis, former chairman of the Franchise Association of South Africa, says: **"Franchising is a much lower risk investment with only a 10% failure rate, as opposed to up to 90% in independent businesses."** In Sunday Times Franchising, we will be taking a closer look at the franchising industry in South Africa, examining two important sides: the franchiser and the franchisee.

This publication will be filled with insights from industry leaders, company profiles, testimonials and case studies. You have the opportunity to get involved: contribute to the conversation and profile your franchise or franchise solution to 43 000 Sunday Times subscribers and 7 000 attendees to the Buy-a-Business Expo.

## FRANCHISING FOCUS

- Advantages and disadvantages of owning a franchise
- How to choose the best franchise
- The keys to franchise success
- What questions should I ask before buying a franchise?
- Legal issues in franchising
- Financing for franchising
- How to franchise your business and so much more

## VISIT OUR WEBSITE

Sunday Times Franchising will be available on the Business Media Mags website for 12 months  
[www.businessmediamags.co.za](http://www.businessmediamags.co.za)



## ADVERTISING CONTACT

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**Zeko's** JOIN THE MOST EXCITING BRAAIED CHICKEN BRAND AROUND. [www.zekos.co.za](http://www.zekos.co.za)

**Franchising Forward?** Are you ready to pay it FORWARD? If you are among the lucky ones who have the skills, drive and means to be an entrepreneur, franchising can be an excellent way of achieving personal success and paying it forward.

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Take part in the challenge for franchisors

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**FRANCHISING** 2017. REAL ESTATE OPPORTUNITIES. HOMEOWN Kasi-style chicken franchise a hit in townships. [www.franchising.co.za](http://www.franchising.co.za)

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