

Healthy Times

Sunday Times



SUMMER EDITION: DECEMBER 2019

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

2019
ADVERTISING
AND BOOKING
INFORMATION

Sunday Times

Healthy Times

advertising rates for Healthy Times 2019

| FP | DPS | IFC DPS | OBC/ IBC | OPP ED'S/ CONTENTS | 1/2 PAGE | 1/4 PAGE |
|---------|---------|---------|----------|-----------------------|----------|----------|
| 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 2019

| 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 2019

| | DPS | FULL PAGE | 1/2 PAGE HORIZONTAL | 1/2 PAGE VERTICAL | 1/4 PAGE |
|----------------|-------------|-------------|---------------------|-------------------|-------------|
| Trim | 464 x 297mm | 232 x 297mm | 222 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 2019

Published by Picasso Headline
A Tiso Blackstar Group Business
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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.

HEALTHY TIMES FOCUS

- Fitness •
- Nutrition •
- Lifestyle •
- Wellness •
- Anti-ageing •
- Oral care •
- Mental wellness •
- Healthy homes •
- Vaccines, vitamins, supplements •
- Health & finance •
- Healthy workplace •
- Healthy environment •

VISIT OUR WEBSITE

www.businessmediamags.co.za



ADVERTISING CONTACT

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