

Sunday Times

# FOOD BASKET



TOTAL PRINT RUN  
**40 000**

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SELECTED  
**SUNDAY TIMES**  
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AT AFRICA'S BIG  
7 CONFERENCE IN  
JUNE 2020

PUBLICATION  
**1 MARCH  
2020**

**2020**  
ADVERTISING  
AND BOOKING  
INFORMATION

Sunday Times

# FOOD BASKET

## RATES

SIZE	RATE
FULL PAGE	R23 750
DOUBLE PAGE SPREAD (DPS)	R44 000
HALF PAGE	R13 000
OUTSIDE BACK C	R35 500
IBC	R29 800
1/2 HORIZONTAL	R13 000

SPECIAL EXECUTIONS	RATE
IFC DPS	R60 000
2 <sup>ND</sup> DPS	R49 900
OPPOSITE CONTENTS/ CREDITS	R28 810
3 - PAGE SHOWCASE	R63 500
4 - PAGE SHOWCASE	R82 000

All rates quoted exclude VAT and agency commission

## SPONSORSHIP PACKAGE

PLATINUM	R150 000	4-page showcase + DPS + cover logo
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Special executions on request.

Advertorials made up to template at no cost - client to provide all visual elements and text

## MATERIAL SPECIFICATIONS

SIZE	TRIM	BLEED	SAFE TYPE AREA
DPS	464mm x 297mm	474mm x 307mm	434mm x 267mm
FCP	232mm x 297mm	242mm x 307mm	
HALF PAGE HORIZONTAL	216mm x 138mm	NO BLEED	220mm x 84mm
HALF PAGE VERTICAL	105mm x 282mm	NO BLEED	102mm x 282mm

A digital replica will be available on our website [www.businessmediamags.co.za](http://www.businessmediamags.co.za)

# 2020 RATES



The Sunday Times FOOD BASKET publication will be distributed to 40 000 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. A digital replica will be available on our website [www.businessmediamags.co.za](http://www.businessmediamags.co.za)



The Sunday Times Food Basket publication succinctly tackles practical and important issues around food access, food utilisation 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



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