TOTAL PRINT RUN
40 000

TO SELECTED Sunday Times SUBSCRIBERS

PUBLICATION DATE SEPTEMBER 2020

ADVERTISING AND BOOKING INFORMATION

advertising rates for Franchising

<table>
<thead>
<tr>
<th>FP</th>
<th>DPS</th>
<th>IFP DPS</th>
<th>2ND DPS</th>
<th>IBC</th>
<th>OBC</th>
<th>OPP ED’S/ CONTENTS</th>
<th>1/2 PAGE</th>
<th>1/4 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>R25 800</td>
<td>R46 500</td>
<td>R65 500</td>
<td>R54 500</td>
<td>R32 500</td>
<td>R33 600</td>
<td>R29 200</td>
<td>R14 200</td>
<td>R7 600</td>
</tr>
</tbody>
</table>

Prices exclude agency commission and VAT

corporate profiles and sponsorship packages for Franchising

<table>
<thead>
<tr>
<th>3 PAGES</th>
<th>4 PAGES</th>
<th>PLATINUM SPONSOR: cover logo + 6 pages + banner advert</th>
<th>GOLD SPONSOR: cover logo + 4 pages + banner advert</th>
<th>SILVER SPONSOR: cover logo + 2 pages + banner advert</th>
</tr>
</thead>
<tbody>
<tr>
<td>R60 640</td>
<td>R79 800</td>
<td>R4 000</td>
<td>R20 000</td>
<td>R91 200</td>
</tr>
</tbody>
</table>

Innovative advertising for Franchising

- TRIANGLE (RIGHT OR LEFT CORNER): R6 500
- ISLAND: R10 000
- DPS WRAP AROUND BORDER: R20 000

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

<table>
<thead>
<tr>
<th>DPS</th>
<th>FULL PAGE</th>
<th>1/2 PAGE HORIZONTAL</th>
<th>1/2 PAGE VERTICAL</th>
<th>1/4 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim: 410 x 297mm</td>
<td>225 x 297mm</td>
<td>225 x 138mm</td>
<td>107 x 287mm</td>
<td>107 x 138mm</td>
</tr>
<tr>
<td>Bleed: 480 x 307mm</td>
<td>240 x 307mm</td>
<td>no bleed</td>
<td>no bleed</td>
<td>no bleed</td>
</tr>
<tr>
<td>Safe type area: 430 x 215mm</td>
<td>215 x 277mm</td>
<td>217 x 130mm</td>
<td>99 x 279mm</td>
<td>99 x 130mm</td>
</tr>
</tbody>
</table>

All finished advertising material to be supplied as CMYK PDF or 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

Published by Picasso Headline
an Arena Holdings brand
Tel: +27(0) 21 469 2400  |  Fax: +27(0) 86 469 2996
139 Roos 2 Long Street, Cape Town 8000 | PO Box 12500, MIl Street 8010
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 Bakaletis, 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 40 000 Sunday Times subscribers.

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

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