

Healthy Times

Sunday Times

**WINTER EDITION:
JUNE 2020**

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

2020
ADVERTISING
AND BOOKING
INFORMATION

Sunday Times

Healthy Times

advertising rates for Healthy Times

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

Innovative advertisement placements

TRIANGLE (RIGHT OR LEFT CORNER)	R7 500
ISLAND	R7 500
DPS WRAP AROUND BORDER	R18 000

corporate profiles and sponsorship packages for Healthy Times

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

	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
An Arena Holdings brand
Tel: +27(0) 21 469 2400 | Fax: +27(0) 86 682 2926
13th Floor, 2 Long Street, Cape Town 8001
PO Box 12500, Mill Street 8010

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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