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

WINTER EDITION: JUNE 2020

advertising rates for Healthy Times

<table>
<thead>
<tr>
<th>Format</th>
<th>FP</th>
<th>DPS</th>
<th>IFC DPS</th>
<th>OBC/IBC</th>
<th>OPP ED/S CONTENTS</th>
<th>1/2 PAGE</th>
<th>1/4 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>R19 900</td>
<td>R37 800</td>
<td>R41 625</td>
<td>R30 000</td>
<td>R23 750</td>
<td>R12 000</td>
<td>R6 500</td>
<td></td>
</tr>
</tbody>
</table>

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**
  - R53 730
- **4 PAGES**
  - R68 040
- **PLATINUM SPONSOR**: cover logo + 6 pages + banner advert
  - R11 060
- **GOLD SPONSOR**: cover logo + 4 pages + banner advert
  - R77 040
- **SILVER SPONSOR**: cover logo + 2 pages + banner advert
  - R43 020

Material specifications for Healthy Times

- **DPS**
  - Trim: 464 x 297mm
  - Bleed: 480 x 307mm
  - Safe type area: 430 x 215mm

- **FULL PAGE**
  - Trim: 232 x 297mm
  - Bleed: 245 x 307mm
  - Safe type area: 215 x 277mm

- **1/2 PAGE HORIZONTAL**
  - Trim: 222 x 138mm
  - Bleed: no bleed
  - Safe type area: 217 x 130mm

- **1/2 PAGE VERTICAL**
  - Trim: 107 x 287mm
  - Bleed: no bleed
  - Safe type area: 99 x 279mm

- **1/4 PAGE**
  - Trim: 107 x 138mm
  - Bleed: no bleed
  - Safe type area: 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
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

- Vaccines, vitamins, supplements
- Healthy environment
- Healthy workplace
- Healthy homes
- Mental wellness
- Oral care
- Nutrition
- Lifestyle
- Wellness
- Anti-aging
- Health & finance
- Finance
- Mental health
- Medical aid
- Fitness
- STAYING FIT
- WINTER 2019
- PLUS:

www.sundaytimes.co.za stats Source: Narrative (SA audience data) social media

Unique browsers 1 784 707
Page views 3 494 592
Facebook 164 525
Twitter 508 925
Instagram 16 454

VISIT OUR WEBSITE
www.businessmediamags.co.za

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