

Healthy Times

Sunday Times



**SUMMER EDITION:
DECEMBER 2020**

TOTAL PRINT RUN
20 000

DISTRIBUTION
BREAKDOWN

10 000
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

THE SUNDAY TIMES HEALTHY
TIMES DIGIMAG WILL ALSO BE
PROMOTED AND PREVIEWED
FOR A WEEK ON

WWW.SUNDAYTIMES.CO.ZA

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
R18 500	R35 420	R41 625	R26 950	R23 750	R12 250	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
R53 730	R68 040	R111 060	R77 040	R43 020

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

Published by Picasso Headline
A proud division of Arena Holdings
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: 20 000 copies

10 000 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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Cipla
 FUSIONISTA WATER SPA, NEALY SALON AND RESTAURANT
 www.fusionista.co.za
Fusionista
 The new Fusionista...
 Depression is what I have, not who I am.
 Free helpline: 0800 456 789
 Free WhatsApp counselling helpline: 076 88 22 77 5

NUXE
 INSTINCTIVE BEAUTY
 Multi-Phase Serum
 Your youth serum has never been so effective!

SOETHYS
 YOUR YOUTH SERUM HAS NEVER BEEN SO EFFECTIVE!

Dementia / Alzheimer's
Age isn't everything. So it doesn't have to be.
WORLD LEADER in FAT LOSS
 100% Natural. No Exercise. Rapid Results.

Bio-Curcumin
 The world's most preferred bioavailable curcumin extract
WORLD'S PREFERRED BIOACTIVE CURCUMIN, BACKED BY 40 STUDIES
 Bio-Curcumin is the most powerful natural antioxidant...
SCIENTIFICALLY PROVEN
WORLD'S PREFERRED BIOACTIVE CURCUMIN, BACKED BY 40 STUDIES

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

Healthy Times March 2019
Seabelo SENATLA
 WHAT IT TAKES TO KEEP HIS BODY IN MATCH CONDITION

Healthy Times March 2019
FIRMLY PLANTED
 AVOIDING ALLERGIES
 BEATING YOUR BOWS
 SELF-MEDICATION
 MEDICAL AND
 MEDICAL RESEARCH
 STAYING FIT

Healthy Times March 2019
Thank you!
 MANAGING DIABETES, HYPERTENSION, IMMUNISATION, MENTAL HEALTH, HEART HEALTHY FOOD, AND MORE

ARENA HOLDINGS
PICASSO HEADLINE
 Excellence in niche publishing
Sunday Times
mims
HOME OWNER
 WELCOME HOME