

LOYALTY & REWARDS SA

10 000 copies inserted with *Sunday Times* subscriber copies



10 000 copies bagged with *SA Home Owner* in retail stores nationwide



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SA LOYALTY

Historically, it seems, it hasn't exactly been difficult to convince South Africans to join loyalty programmes. Data analysed from the 2019/20 *Truth & BrandMapp The SA Loyalty Landscape Whitepaper* tells us that 72% of South Africans, who are economically active, are using loyalty programmes. While this is a slight decline on 2018's figures, it is a 7% points decline in loyalty programme usage since 2017.

This, the report suggests is intricately linked to overall consumer spend and confidence in South Africa, in a more economically unstable environment.

So how can companies best retain and leverage the members they have on their programmes? Artificial intelligence is enabling brands to understand consumers better, provide targeted incentives and bring more nuance into their offerings. Companies with naturally broad customer bases can benefit from using this technology to understand the vast realms of data that can be mined from this base. Take financial services, for example, where the big banks are constantly sizing up against one another.

Social media is, unsurprisingly, an increasingly indispensable tool for reaching and communicating with consumers.

Regardless of technological advancements, though, some issues remain the same. Take the question of tiers in loyalty schemes, and how best to apply them. There is no one-size-fits-all approach. It remains, like so much in this industry, a balancing act.

In our 2020 release of the *Sunday Times Loyalty and Rewards SA* magazine, we explore these issues and more.

SOCIAL MEDIA

UNIQUE: 1 784 707
PAGE VIEWS: 3 494 592
FACEBOOK: 164 525
TWITTER: 508 925
INSTAGRAM: 16 454

WWW.SUNDAYTIMES.CO.ZA STATS
Source: Narrative (SA audience data)

ADVERTISING RATES

Rates are exclusive of agency commission and VAT.

DISTRIBUTION

- *Loyalty and Rewards SA* is a large-format, publication inserted into selected Sunday Times subscriber copies.
- *Loyalty and Rewards SA* will be available on Business Media Mags (www.businessmediamags.co.za) as a replica edition ezine for 12 months.

RUN-ON COPIES: Additional copies will be offered to organisations wishing to make use of this publication for internal distribution. Pricing on request.

CREATIVE EXECUTIONS: Bagged, bellyband or bookmarks. Pricing on request.

GATEFOLD: Pricing on request.

TAILOR-MADE PLACEMENTS: Centre spread on heavier GSM gloss. 2, 4 and 6-page sections. Pricing on request.

MATERIAL SPECIFICATIONS

SIZE	TRIM	BLEED	SAFE TYPE AREA
DPS	297 x 464mm	303 x 476mm	215 x 430mm
Full Page	297 x 232 mm	241 x 303mm	215 x 277mm
1/2 Page Horizontal	225 x 138mm	no bleed	134 x 221mm
1/2 Page Vertical	109 x 289mm	no bleed	97 x 277mm
1/4 Page	107 x 138mm	no bleed	128 x 97mm

Format: CMYK PDF
(Compliant PDF/x - 1a standard for mag web printing)

Resolution: 300dpi

Max Total Ink: 270%

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