

Sunday Times Franchising

EVERYTHING YOU NEED TO KNOW



TOTAL PRINT RUN
20 000

TO SELECTED
Sunday Times
SUBSCRIBERS

THE SUNDAY TIMES
FRANCHISING DIGIMAG
WILL ALSO BE PROMOTED
AND PREVIEWED FOR
A WEEK ON
WWW.SUNDAYTIMES.CO.ZA

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

PUBLICATION DATE
**27 SEPTEMBER
2020**

2020
ADVERTISING
AND BOOKING
INFORMATION

advertising rates for *Franchising*

FP	DPS	IFC DPS	2ND DPS	IBC	OBC	OPP ED'S/ CONTENTS	1/2 PAGE	1/4 PAGE
R18 500	R35 420	R48 650	R46 550	R26 950	R26 950	R29 200	R12 250	R11 500

4 PAGE DIGIMAG R5 000 (content and pictures supplied by client)
8 PAGE DIGIMAG R10 000 (content and pictures supplied by client)

Prices exclude agency commission and VAT
Customised client digimags are for the clients own distribution network.

corporate profiles and sponsorship packages for *Franchising*

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
R75 500	R100 000	R186 000	R129 000	R72 000

Innovative advertising for *Franchising*

TRIANGLE (RIGHT OR LEFT CORNER)	R10 850
ISLAND	R10 850
DPS WRAP AROUND BORDER	R17 150

GATEFOLD: Pricing on request.

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

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*

	DPS	FULL PAGE	1/2 PAGE HORIZONTAL	1/2 PAGE VERTICAL	1/4 PAGE
Trim	470 x 297mm	235 x 297mm	225 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 *Franchising*

Published by Picasso Headline
an Arena Holdings brand
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13th Floor, 2 Long Street, Cape Town 8000 | PO Box 12500, Mill Street 8010

Franchising

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 Baladakis, 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



ADVERTISING CONTACT

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