

Sunday Times

FRANCHISING



FOCUS FEATURES

- Personal services
- Real estate agencies
- Building, office and home services
- Education and training
- Food and retail
- Health and beauty

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



A digital replica will be available on

www.businessmediamags.co.za
www.sundaytimes.co.za

WEBSITE STATISTICS

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

Source: Narrative (SA audience data), social media

Publication Date
31 JANUARY 2021

Advertising Rates

Excludes VAT and agency commission

FP	DPS	IFC DPS	2nd DPS	IBC	OBC	Opposite Ed's/ Contents	1/2 page	1/4 page
R18 500	R35 420	R48 650	R46 550	R26 950	R29 200	R22 900	R12 250	R11 500

Corporate profiles and Sponsorship Packages

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

Creative Executions

Earmark	R10 850
Island	R10 850
DPS Wraparound Border	R17 150

Customised Digimag

4-Page Digimag	R5 000
8-Page Digimag	R10 000

Content and images to be supplied by client for design.
Customised digimags are for clients own distribution network.

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

	DPS	Full Page	1/2 Page Horizontal	1/2 Page Vertical	1/4 Page
Trim	464 x 277mm	232 x 297mm	225 x 138mm	107 x 288mm	107 x 138mm
Bleed	474 x 307mm	242 x 307mm	no bleed	no bleed	no bleed
Safe type area	430 x 215mm	212 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%.

Published by Picasso Headline, a proud division of Arena Holdings. Hill on Empire, 16 Empire Road
(cnr Hillside Road), Parktown, Johannesburg, 2193
Postal Address: PO Box 12500, Mill Street, Cape Town, 8010



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 20 000 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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Supporting your franchising growth journey

FRANCHISING EXPERTS TO GUIDE YOU

Whether you are a franchisee or a franchisor, our experts will provide you with the knowledge and support you need to succeed in the franchising industry.

Key services include:

- Franchise development
- Franchise marketing
- Franchise operations
- Franchise legal
- Franchise finance
- Franchise technology
- Franchise training
- Franchise support

Standard Price: R100000

GROW YOUR FRANCHISE BY LINKING TO THE RIGHT PARTNER

Whether you are a franchisee or a franchisor, our experts will provide you with the knowledge and support you need to succeed in the franchising industry.

Key services include:

- Franchise development
- Franchise marketing
- Franchise operations
- Franchise legal
- Franchise finance
- Franchise technology
- Franchise training
- Franchise support

Standard Price: R100000

CloudDine

all your favourites

CloudDine is an innovative, online-only restaurant concept with a focus on fast, quality, and affordable food. We are looking for franchisees to join our team.

FRANCHISE OPPORTUNITIES NOW AVAILABLE

Join the CloudDine franchise team today!

Key services include:

- Franchise development
- Franchise marketing
- Franchise operations
- Franchise legal
- Franchise finance
- Franchise technology
- Franchise training
- Franchise support

Standard Price: R100000

MAXIS

ALWAYS WANTED YOUR OWN RESTAURANT?

MAXIS is a fast-food restaurant concept with a focus on quality and affordability. We are looking for franchisees to join our team.

FRANCHISE OPPORTUNITIES NOW AVAILABLE

Join the Maxis franchise team today!

Key services include:

- Franchise development
- Franchise marketing
- Franchise operations
- Franchise legal
- Franchise finance
- Franchise technology
- Franchise training
- Franchise support

Standard Price: R100000

Elevate your business on the go with PocketBiz

PocketBiz is a mobile business solution that allows you to manage your business on the go. We are looking for franchisees to join our team.

FRANCHISE OPPORTUNITIES NOW AVAILABLE

Join the PocketBiz franchise team today!

Key services include:

- Franchise development
- Franchise marketing
- Franchise operations
- Franchise legal
- Franchise finance
- Franchise technology
- Franchise training
- Franchise support

Standard Price: R100000

dryvar FOODS

LAUNCH YOUR OWN FOOD DELIVERY FRANCHISE!

dryvar Foods is a food delivery franchise concept with a focus on quality and affordability. We are looking for franchisees to join our team.

FRANCHISE OPPORTUNITIES NOW AVAILABLE

Join the dryvar Foods franchise team today!

Key services include:

- Franchise development
- Franchise marketing
- Franchise operations
- Franchise legal
- Franchise finance
- Franchise technology
- Franchise training
- Franchise support

Standard Price: R100000

Growth made easy with a Business Cash Advance

Business Cash Advance is a financial service that allows you to access cash quickly and easily. We are looking for franchisees to join our team.

FRANCHISE OPPORTUNITIES NOW AVAILABLE

Join the Business Cash Advance franchise team today!

Key services include:

- Franchise development
- Franchise marketing
- Franchise operations
- Franchise legal
- Franchise finance
- Franchise technology
- Franchise training
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Standard Price: R100000

WEDBANK ADVOCATES COMMUNICATION AND DIGITAL ENABLEMENT DURING COVID-19

WEDBANK is a financial service that allows you to access cash quickly and easily. We are looking for franchisees to join our team.

FRANCHISE OPPORTUNITIES NOW AVAILABLE

Join the WEDBANK franchise team today!

Key services include:

- Franchise development
- Franchise marketing
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Standard Price: R100000

LEVINGERS

Leaving your Franchising Specialists on:

- Deluxe Dry Cleaning
- Laundry
- Shoe Repairs
- Customized Alterations
- Key Cutting
- Engraving
- Clothes Dyeing
- Leather Dyeing & Restoration
- Braiding
- Specialized Shoe Care
- Products Available

Standard Price: R100000

STUDENTS

Abacus Maths

STUDENTS is a franchise concept that allows you to access cash quickly and easily. We are looking for franchisees to join our team.

FRANCHISE OPPORTUNITIES NOW AVAILABLE

Join the STUDENTS franchise team today!

Key services include:

- Franchise development
- Franchise marketing
- Franchise operations
- Franchise legal
- Franchise finance
- Franchise technology
- Franchise training
- Franchise support

Standard Price: R100000

cash Crusaders

Join the Cash Crusaders Family

cash Crusaders is a franchise concept that allows you to access cash quickly and easily. We are looking for franchisees to join our team.

FRANCHISE OPPORTUNITIES NOW AVAILABLE

Join the cash Crusaders franchise team today!

Key services include:

- Franchise development
- Franchise marketing
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Standard Price: R100000

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PICASSO HEADLINE
Excellence in niche publishing

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