

Sunday Times

FOOD BASKET



PUBLISHED: MARCH 2021

EDITORIAL FOCUS

Agriculture and manufacturing
 Supply chain processing
 Food science and technology
 Packaging and distribution
 Retail and FMCG
 The impact of food waste
 The changing role of business

South African focused food and beverage publication, addressing key topics such as food-price inflation and the current food shortages facing our country. Sunday Times FOOD BASKET will engage key decision makers, role players and stakeholders in the private and public sectors, in an attempt to address the problems and strive towards finding workable solutions and products in the food and beverage sectors.

TOTAL PRINT RUN
20 000

Distributed to selected Sunday Times subscribers. A digital replica will be available on

www.businessmediamags.co.za

It will also be previewed for 7-days after publishing date at

www.sundaytimes.co.za

Rates Rates exclude VAT and agency commission

FP	DPS	OBC	IBC	IFC DPS	2ND DPS	1/2 PAGE	OPP CON-TENTS/ED'S NOTE
R18 500	R35 420	R26 950	R35 500	R41 625	R37 550	R12 250	R22 200
PROFILES							
3 Page profile						R50 000	
4 Page profile						R60 000	
SPONSORSHIP PACKAGE							
Platinum		R90 000	4-page showcase + DPS + cover logo + online banner for 3 months				

The Sunday Times Food Basket e-zine will be available for 1 week on www.sundaytimes.co.za

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

ONLINE EXPOSURE	
Full Page (Online Edition Only - Not Print)	R8 000
Half Page (Online Edition Only - Not Print)	R4 000
4 Page digimag	R5 500
8 Page digimag	R10 000

Customised digimags are for clients own distribution network

Material Specifications

SIZE	TRIM	BLEED	SAFE TYPE AREA
DPS	464mm x 297mm	474mm x 307mm	434mm x 267mm
FCP	232mm x 297mm	242mm x 307mm	
Half page horizontal	216mm x 138mm	NO BLEED	220mm x 84mm
Half page vertical	105mm x 282mm	NO BLEED	102mm x 282mm

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