

Sunday Times

FRANCHISING

EVERYTHING YOU NEED TO KNOW



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
18 APRIL 2021

Advertising Rates (rates include a Q&A profile on www.businessmediamags.co.za)

FP	DPS	IFC DPS	2ND DPS	IBC	OBC	Opposite ed's/ Contents	1/2 page	1/4 page
R23 500	R40 420	R53 650	R51 550	R31 950	R34 200	R27 900	R17 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 Executive

Earmark	R10 850
Island	R10 850
DPS Wraparound Border	R17 150

Customise 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.

Videos: one on one Interview R18 500

Videos on Social Media

(across all social media platforms) facebook, Instagram, Twitter and LinkedIn

3 videos in a week	R 8 100
6 videos in 2 weeks	R16 200

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	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%.



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 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

ROMAN ROSS

Sales Project Manager

Tel: +27(0) 21 469 2498

Cell: +27(0)73 253 9440

Email: romanr@picasso.co.za

Supporting your franchising growth journey

FRANCHISING EXPERTS TO GUIDE YOU

Banking solutions to help you achieve your franchising ambitions

Business to further your goals

Small business

International banking solutions

Standard Bank | @SABZAF

CloudDine
all your favourites

Franchise opportunities now available

MAXIS
ALWAYS WANTED YOUR OWN RESTAURANT?

OVER 26 YEARS

Your family FAVOURITE just got a fresh new look

dryvar FOODS

LAUNCH YOUR OWN FOOD DELIVERY FRANCHISE!

OUR FRANCHISE MODEL

Elevate your business on the go with **PocketBiz**

Growth made easy with a Business Cash Advance

Do you need funding? Do you want to expand your enterprise? We have you covered!

NEDBANK ADVOCATES COMMUNICATION AND DIGITAL ENABLEMENT DURING COVID-19

Grow your business

See money differently

LEVINGERS

Levingers Franchising Specialise in:

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

Abacus Maths

Abacus Maths

DO YOU HAVE A PASSION FOR EDUCATION?

cash Crusaders

Join the Cash Crusaders Family

Invest in a franchise that equips you to succeed in tough economic times.

225, 333, 300, 269

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