

# Healthy Times

Sunday Times



**WINTER EDITION:  
PUBLICATION: JUNE 2021**

TOTAL PRINT RUN  
**20 000**

DISTRIBUTION  
BREAKDOWN

**10 000**  
SUNDAY TIMES

+

**6 000**

COPIES BAGGED ON  
SHELF IN RETAIL OUTLETS  
WITH SA HOME OWNER

+

**4 000**

COPIES BAGGED AND  
DISTRIBUTED WITH MIMS  
TO MEDICAL PROFESSIONALS

HEALTHY TIMES E-ZINE WILL BE  
PROMOTED AND PREVIEWED  
FOR ONE WEEK ON  
[WWW.SUNDAYTIMES.CO.ZA](http://WWW.SUNDAYTIMES.CO.ZA)  
AND FOR 6 MONTHS ON  
[WWW.SAHOMEOWNER.CO.ZA](http://WWW.SAHOMEOWNER.CO.ZA)

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## advertising rates for Healthy Times

FP	DPS	IFC DPS	OBC/ IBC	OPP ED'S/ CONTENTS	1/2 PAGE	1/4 PAGE
R18 500	R35 420	R41 625	R26 950	R23 750	R12 250	R6 500

Prices exclude agency commission and VAT

## Innovative advertisement placements

TRIANGLE (RIGHT OR LEFT CORNER)	R7 500
ISLAND	R7 500
DPS WRAP AROUND BORDER	R18 000

## corporate profiles and sponsorship packages for Healthy Times

<b>3 PAGES</b>	<b>4 PAGES</b>	<b>PLATINUM SPONSOR:</b> cover logo + 6 pages + banner advert	<b>GOLD SPONSOR:</b> cover logo + 4 pages + banner advert	<b>SILVER SPONSOR:</b> cover logo + 2 pages + banner advert
R53 730	R68 040	R111 060	R77 040	R43 020

## material specifications for Healthy Times

	DPS	FULL PAGE	1/2 PAGE HORIZONTAL	1/2 PAGE VERTICAL	1/4 PAGE
Trim	464 x 297mm	232 x 297mm	222 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 Healthy Times

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

fresh, MODERN, *informative* & **INVITING**

**Healthy Times** provides balanced and integrative editorial, focusing on ways to improve the quality of our lives

**Distribution: 20 000 copies**

10 000 copies distributed to *Sunday Times* subscribers  
 6 000 copies distributed on shelf in retail outlets with *SA Home Owner*  
 4 000 copies distributed with the *Monthly Index of Medical Specialities (MIMS)* – South Africa’s most credible medical reference journal, boasting a publishing history of longer than 50 years.

## HEALTHY TIMES FOCUS

- Fitness •
- Nutrition •
- Lifestyle •
- Wellness •
- Anti-ageing •
- Oral care •
- Mental wellness •
- Healthy homes •
- Vaccines, vitamins, supplements •
- Health & finance •
- Healthy workplace •
- Healthy environment •

## VISIT OUR WEBSITE

[www.businessmediamags.co.za](http://www.businessmediamags.co.za)



## ADVERTISING CONTACT

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[www.sundaytimes.co.za](http://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

SA Home Owner website stats  
 Website users: 27, 307  
 Website page views: 58, 607

SA Home Owner Social Media stats  
 Facebook: 351 660  
 Twitter: 10 402  
 Instagram: 49 106

