

Sunday Times

GREEN

RATE CARD 2022

PUBLICATION DATE: MARCH 2022

GOING GREEN

South Africa is on a drive to build the biggest mitigation buffer against climate change. The annual Sunday Times Green magazine and online platform, is geared towards giving businesses and individuals a platform to challenge, showcase and form partnerships as we continue to leverage innovation and collectively commit to effecting change.

Sunday Times Green is proudly positioned as a 'GREEN ENABLER', bringing together SA's most trusted companies, innovative brands, national and local businesses, pioneering thinkers, and conscious consumers promoting the best in sustainable business and living.

Sunday Times Green is an annual, large-format publication in print and digital. Distributed to selected Sunday Times subscribers.



**CLICK COVER TO READ
THE LATEST ISSUE**



TOTAL PRINT RUN

20 000

DISTRIBUTED TO SELECTED
Sunday Times subscribers

Green will be available on Business Media Media Mags

businessmediamags.co.za

as a replica e-zine for 12 months *Green* will also be showcased on

Sundaytimes.co.za

for 7 days from publication date.

www.sundaytimes.co.za stats:

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

DIGITAL

Green is available on
www.businessmediamags.co.za

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GO TO OUR
CONTENT PORTAL**



GREEN

RATE CARD 2021

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ADVERTISING RATES

All rates exclude VAT and agency commission.

FP	R22 500
DPS	R40 500
IFC SINGLE PAGE	R28 500
IFC DPS	R52 500
IBC SINGLE	R28 500
IBC DPS	R52 500
OBC	R29 500
3 PAGE PROFILES	R62 500
4 PAGE PROFILES	R80 500
CORNER/ EAR ADVERTS	R10 000
ONLINE BANNER ADVERTS	R 5 000

SPONSORSHIP PACKAGES

PLATINUM SPONSOR:

Logo on the front cover + 200-word bio on sponsors' page + 4 page profile + DPS
R110 000 EXCL VAT

GOLD SPONSOR:

Logo on the front cover + 200-word bio on sponsors' page + 4 page profile
R90 000 EXCL VAT

SILVER SPONSOR:

Logo on the front cover + 200-word bio on sponsors' page + 2 page profile
R50 000 EXCL VAT

MATERIAL SPECIFICATIONS

	DPS	FCP	1/2 Page Horizontal	1/2 page Vertical
Trim	464 x 297mm	232 x 297mm	225 x 138mm	107mm x 287mm
Bleed	480 x 307mm	245 x 307mm	No bleed	No bleed
Safe type area	430 x 215mm	215 x 277mm	217mm x 130mm	99 x 279mm

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%.



FULL PAGE



DPS



HALF PAGE AD

PUBLISHER

PICASSO HEADLINE, A PROUD DIVISION OF ARENA HOLDINGS
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