Sunday Times

GREEN

RATE CARD 2022

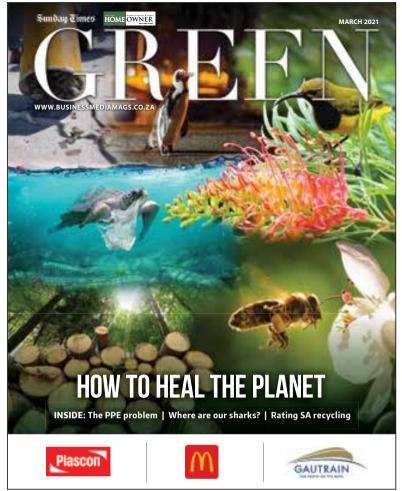
PUBLICATION DATE: MARCH 2022

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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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%.















PUBLISHER

PICASSO HEADLINE, A PROUD DIVISION OF ARENA HOLDINGS

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