

Sunday Times

Healthy Times

RATE CARD SUMMER 2021

PUBLICATION DATE: 5 DECEMBER 2021

EDITORIAL TOPICS

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

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



**CLICK COVER TO READ
THE LATEST ISSUE**



TOTAL PRINT RUN
20 000
DISTRIBUTION BREAKDOWN
10 000 COPIES TO SELECTED
Sunday Times subscribers
+
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 and for 6 months on www.sahomeowner.co.za

STATS

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**

sahomeowner.co.za
Readership: **346 000**
(PAMS 2017-AIR Print)
Users: **27 686**
Page views: **63 848**
Facebook: **341 345**
Twitter: **10 200**
Instagram: **46 400**

Healthy Times

RATE CARD 2021

ADVERTISING CONTACT

ARNOLD CRUYWAGEN

Sales Project Manager

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Email: arnoldc@picasso.co.za

ADVERTISING RATES

All rates exclude VAT and agency commission.

FULL PAGE	R18 500
DOUBLE PAGE SPREAD	R35 420
INSIDE FRONT COVER DPS	R41 625
OUTSIDE BACK COVER /INSIDE BACK COVER	R26 950
OPPOSITE CREDITS /EDITOR'S NOTE AND CONTENTS	R23 750
HALF PAGE	R12 250
QUARTER PAGE	R 6 500

SPONSORSHIP PACKAGES

PLATINUM SPONSOR:

Cover logo, 200 word bio on sponsors page, 4-page packaged profile, DPS advertisement spread in run of mag, banner advert on BMM, 50 copies of the printed magazine, and 7-page customised client digimag for clients own distribution
R90 000 EXCL VAT

GOLD SPONSOR:

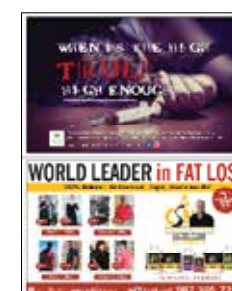
Cover logo, 200 word bio on sponsors page, 4-page packaged profile, full page advertisement, banner advert on BMM and 5-page customised client digimag for clients own distribution
R70 000 EXCL VAT

SILVER SPONSOR:

Cover logo, 200 word bio on sponsors page, 2-page packaged profile, fullpage advertisement, banner advert on BMM and 3-page customised client digimag for clients own distribution
R50 000 EXCL VAT

MATERIAL SPECIFICATIONS	DPS	FCP	1/2 Page Horizontal	1/2 page Vertical	1/4 Page
Trim	464 x 297mm	232 x 297mm	225 x 138mm	107mm 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	217mm 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%.



FULL PAGE

DPS

HALF PAGE



EARMARK

(triangle on left or right at top or bottom of page corners)

R 6 375

ISLAND AD'S

(adverts placed in centre of content page)

R 6 750

DPS BORDER WRAPS

(bordering a DPS content page)

R12 825

PUBLISHER

PICASSO HEADLINE, A PROUD DIVISION OF ARENA HOLDINGS

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