

Sunday Times

FOOD BASKET

RATE CARD 2022

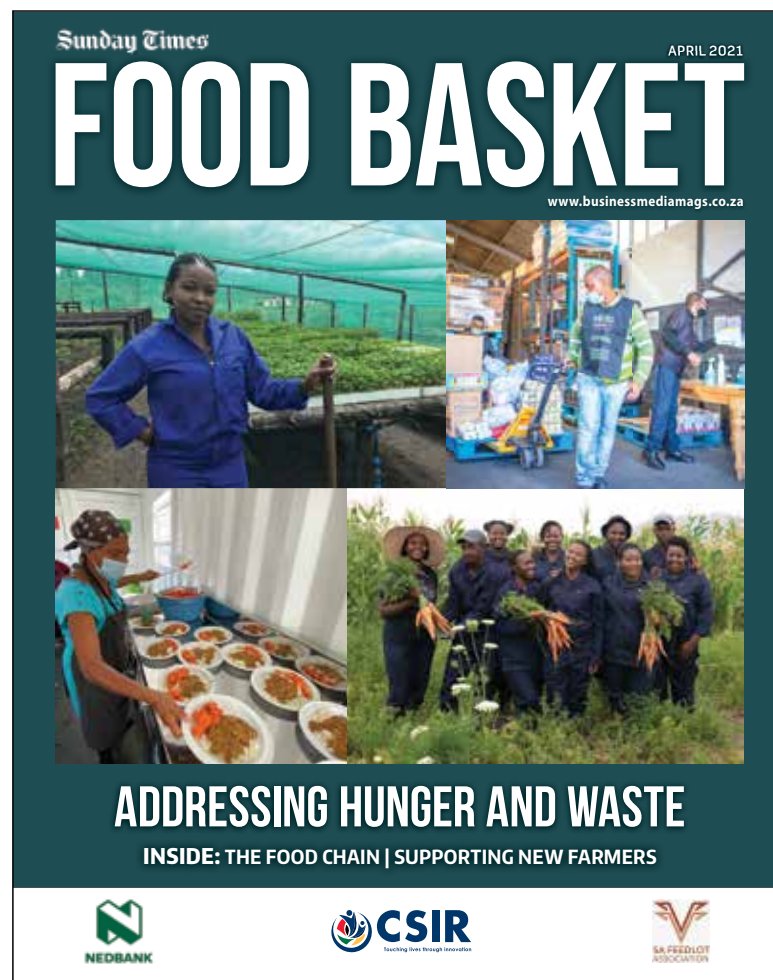
**PUBLICATION DATE:
APRIL 2022**

EDITORIAL FOCUS

Agriculture and manufacturing Supply chain processing Food science and technology Packaging and distribution Retail and FMCG The impact of food waste. The changing role of business South African focused food and beverage publication, addressing key topics such as food-price inflation and the current food shortages facing our country. Sunday Times.

FOOD BASKET will engage key decision makers, role players and stakeholders in the private and public sectors, in an attempt to address the problems and strive towards finding workable solutions and products in the food and beverage sectors.

Sunday Times Food Basket 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

Food Basket will be available on BusinessMedia Media Mags **businessmediamags.co.za** as a replica e-zine for 12 months Food Basket will also be showcased on **Sundaytimes.co.za** for 7 days from publication date.

Food Basket e-zine will be sent directly to all press reader subscribers.

www.sundaytimes.co.za stats:

Unique browsers **1 784 707**

Page views **3 494 592**

Facebook **164 525**

Twitter **508 925**

Instagram **16 454**

Press reader subscribers stats:

Sunday Times: 8200

Source: Narrative
(SA audience data), social media

DIGITAL

Food Basket is available
businessmediamags.co.za

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FOOD BASKET

RATE CARD 2022

ADVERTISING CONTACT JEROME VAN DER MERWE

SALES PROJECT MANAGER

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ADVERTISING RATES

All rates exclude VAT and agency commission.

FP	R18 500
DPS	R35 420
IFC DPS	R41 625
IBC DPS	R35 500
OBC	R26 950
SECOND DPS	R37 550
HALF PAGE	R12 250
OPP CONT/EDS NOTE	R22 200

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%.

PROFILE PACKAGES

3 Page Profile including
Front Cover Logo

R58 675

4 Page Profile including
Front Cover Logo

R74 350



FULL PAGE



DPS



HALF PAGE AD



PUBLISHER

PICASSO HEADLINE, A PROUD DIVISION OF ARENA HOLDINGS

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