

Sunday Times

# Healthy Times

RATE CARD WINTER 2022

**PUBLICATION DATE:  
3 JULY 2022**

## 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.



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). Healthy Times e-zine will be sent directly to all **press reader** subscribers.



**CLICK COVER TO READ  
THE LATEST ISSUE**

TOTAL PRINT RUN  
**12 000**  
+  
**8200**

*Sunday Times*

PRESS READER SUBSCRIBERS  
DISTRIBUTION BREAKDOWN  
**7 000** COPIES TO SELECTED  
*Sunday Times* SUBSCRIBERS

+

**3 000** COPIES BAGGED ON  
SHELF IN RETAIL OUTLETS  
WITH **SA HOME OWNER**

+

**2 000** COPIES BAGGED AND  
DISTRIBUTED WITH **MIMS**  
TO MEDICAL PROFESSIONALS

## STATS

[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**

[sahomeowner.co.za](http://sahomeowner.co.za)

Readership: **346 000**

(PAMS 2017-AIR Print)

Users: **27 686**

Page views: **63 848**

Facebook: **341 345**

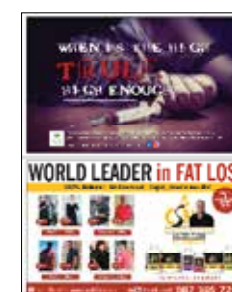
Twitter: **10 200**

Instagram: **46 400**

Press reader subscribers stats  
Sunday Times: 8200

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## RATE CARD WINTER 2022



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**

### ADVERTISING CONTACT

**ARNOLD CRUYWAGEN**

Sales Project Manager

Cell: 071 012 5283

Email: [arnoldc@picasso.co.za](mailto:arnoldc@picasso.co.za)



### 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**

### ADVERTISING RATES

All rates exclude VAT and agency commission.

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

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%.

### PUBLISHER

PICASSO HEADLINE, A PROUD DIVISION OF ARENA HOLDINGS

Hill on Empire 16 Empire Road (cnr Hillside Road), Parktown, Johannesburg  
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