

# FRANCHISING

## RATE CARD

**PUBLICATION: SEPTEMBER 2022**

### ABOUT FRANCHISING MAGAZINE

In this day and age of volatility and uncertainty, more and more South Africans are looking to invest their time, money and efforts in a tried-and-tested business model that works. According to the Franchise Association of South Africa (FASA), the franchising sector's turnover has reached R300-billion, and it contributes significantly to the country's gross domestic product (GDP). The sector's good performance is reflected in the industry's 627 different franchising systems. We have more than 31 000 franchising outlets, servicing 17 business sectors, contributing nearly 10% to the country's GDP, and employing more than 323 500 people. John Baladakis, former chairman of the FASA, says: "Franchising is a much lower risk investment with only a 10% failure rate, as opposed to up to 90% in independent businesses." In our Franchising magazine, we take a closer look at industry, examining two important sides: the franchiser and the franchisee. Filled with insights from industry leaders, company profiles, testimonials and case studies, our mag gives you the opportunity to contribute to the conversation and profile your franchise or franchise solution 20 000 Sunday Times subscribers.

### EDITORIAL FOCUS

- Advantages of owning a franchise
- How to choose the right option for you
- Keys to success
- What to know before buying a franchise
- Legal issues around ownership
- Financing your franchise
- How to franchise your own business



**CLICK COVER TO READ THE LATEST ISSUE**



**CLICK ON VIDEO TO WATCH ONE-ON-ONE INTERVIEW**



Franchising opportunities in challenging times



TOTAL PRINT RUN  
**20 000**  
TO SELECTED  
*Sunday Times*  
SUBSCRIBERS NATIONALLY

Franchising will also be sent directly to all press reader subscribers.  
**Press reader subscribers' stats: 8200**

**DIGITAL**  
Franchising magazine is promoted for a week on **Sundaytimes.co.za**  
+  
A digital replica is available at **Businessmediamags.co.za**



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## RATE CARD 2021



FULL PAGE



DPS



EARMARK AD

### ADVERTISING RATES

All rates exclude Vat

IFC DPS	<b>R53 650</b>
2ND DPS (PG 2,3)	<b>R51 550</b>
FULL PAGE	<b>R23 500</b>
DPS	<b>R40 420</b>
IBC	<b>R31 950</b>
OBC	<b>R34 200</b>
OPP CONTENTS/ED'S	<b>R27 900</b>
HALF PAGE	<b>R17 250</b>
QUARTER PAGE	<b>R11 500</b>
3-PAGE PROFILE	<b>R75 000</b>
4-PAGE PROFILE	<b>R100 000</b>

### SPONSORSHIP PACKAGES

- PLATINUM SPONSOR:**  
Cover logo, 6 ad pages, banner ad  
**R186 000**
- GOLD SPONSOR:**  
cover logo, 4 ad pages, banner ad  
**R129 000**
- SILVER SPONSOR:**  
cover logo, 2 ad pages, banner ad  
**R72 000**

### CREATIVE EXECUTION

- EARMARK: R10 850**  
**ISLAND AD: R10 850**  
**DPS WRAPAROUND BORDER: R17 150**

### CUSTOM DIGIMAGS

- 4-PAGE: R12 000**  
**8-PAGE: R24 000**  
Content and images supplied by client.  
Digimags are for client's own distribution.

### Franchising opportunities in challenging times



**ONE-ON-ONE VIDEO: R18 500**

### SUPPLIED VIDEOS OPTION:

Videos placed across all BMM social media pages (facebook, Twitter, LinkedIn, Instagram)  
**3 VIDEOS IN 1 WEEK: R8100**  
**6 VIDEOS IN 2 WEEKS: R16 000**  
Each video: Maximum 10 minutes

### ADVERTISING CONTACT

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**CLICK ON ICON TO LISTEN TO MESSAGE FROM SALES MANAGER**

### OTHER CREATIVE ADVERTISING

Gatefolds, Run-On Copies, Cover Branding, Centrespreads, Inserts, etc: Pricing On Request

### MATERIAL SPECIFICATIONS

	DPS	Full page	1/2 Page Horizontal	1/2 Page Vertical	1/4 Page
Trim	470 x 297mm	235 x 297mm	225 x 138mm	107 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	217 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%.

