

Sunday Times

EMPOWERMENT

RATE CARD 2022

**PUBLICATION DATE:
NOVEMBER 2022**

INTRODUCTION

Sunday Times Empowerment focuses on policy and organisational change as it impacts diversity and transformation within our corporate and political landscape. The publication questions the slow pace of change and showcases the companies, organisation and individuals championing empowerment within the workplace, economy, and broader leadership.

OUR COREFOCUS AREAS:

In association with the black management forum For the past 45 years, since 1976, the Black Management Forum has been at the forefront of developing managerial leadership and advancing socioeconomic transformation in SA. Today, it's renewed focus is on the practical steps needed to implement progressive transformation policies within corporate South Africa and beyond. It will conduct a transformation study, establish a litigation fund that will develop test cases for transformation, and formulate a comprehensive proposal for the establishment of asovereign wealth fund. BMF president, Andile Nomlala says: "We want to be a sounding board for the state and business. We will provide solutions and not just endlessly diagnose problems. We will also continue to be a watchdog for good governance and transformation.



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THE LATEST ISSUE**

TOTAL PRINT RUN
17 500
DISTRIBUTED TO selected
Sunday Times subscribers
+
BMF members

DIGITAL DITRIBUTION
Empowerment will be available on Business Media Mags www.businessmediamags.co.za as a replica e-zine for 12 months.
Empowerment e-zine will also be showcased on TimesLIVE and SowetanLIVE for 7 days after publication date. Empowerment e-zine will be sent directly to all pressreader subscribers

STATS
www.businessmediamags.co.za
Direct page views **25,021**
Unique website views **20,272**
Facebook
33,219 Likes
33,501 Followers
176,269 Reach
12,872 Engaged
Twitter
1,347 Followers
Instagram: **387** Followers
LinkedIn: **486** Followers
TimesLIVE
Unique browsers **4 914 864**
Page views **21 098 812**
Social Media
Facebook **1 385 406**
Twitter **508 925**
Instagram **16 454**
SowetanLIVE
Unique browsers: **8 115 583**
Facebook: **810 205**
Source:Narrative (SA audience data)
Pressreader subscribers:
Sunday Times: **8 477**

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ADVERTISING CONTACT

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ADVERTISING RATES

All rates exclude VAT and agency commission.

FP	R28 950
FP RHP	R34 500
DPS	R55 000
IFC DPS	R74 500
IBC	R34 500
OBC	R38 500
SECOND DPS	R64 500
HALF PAGE	R18 000
OPP CONT/EDS NOTE	R34 500

SPONSORSHIP PACKAGES

INCLUDES A LOGO ON THE COVER

PLATINUM SPONSOR:

4 page showcase + DPS Advert

R150 000

GOLD SPONSOR:

4 page showcase

R96 900

SILVER SPONSOR:

3 page showcase

R74 000

MATERIAL SPECIFICATIONS

	DPS	FCP	1/2 Page Horizontal	1/2 page Vertical
Trim	470 x 297mm	235 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%.



FULL PAGE



DPS



HALF PAGE AD



PUBLISHER

PICASSO HEADLINE, A PROUD DIVISION OF ARENA HOLDINGS
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