

THE TOWNSHIP ECONOMY

Creating self-sufficient economies for growth



LAUNCH DATE:
JUNE 2023

EDITORIAL FOCUS AREAS

- Why is the township economy important?
- The impact of the township economy on SA's growth
- Funding and investment
- Township products and supply chain
- Development, Trade and Inclusive Growth

DID YOU KNOW?

DID YOU KNOW that the township cash economy sees approximately R150-bn go through spaza shops, R90-bn through the food sector and approximately R10-bn goes through the hair care sector each year. (ExemplaREIT).

The opportunities this affords is that the township economy can drive development, trade and inclusive growth.

Our magazine, The Township Economy – creating self-sufficient economies for growth, is focussed on investment opportunities, the strength of the consumer within this segment of the market, infrastructure and industrial development, skills training and development.

DISTRIBUTION:
20 000

Sunday Times subscribers including Digital distribution on the following website and social media platforms.

DIGITAL DISTRIBUTION SowetanLIVE

Digital replica edition of the magazine with URLs and email addresses hyperlinked @ **SowetanLIVE**
Page views **8 115 853**
Facebook **810 205**

TimesLIVE

Digital replica edition of the magazine with URLs and email addresses hyperlinked @ **TimesLIVE**
Unique browsers **4 914 864**
Page views **21 098 812**
Facebook **1 385 406**
Twitter **508 925**
Instagram **16 454**

Business Media Mags

Digital replica edition of the magazine with **www.businessmediamags.co.za**
Direct page views: **25 021**
Unique website views **20 272**

Facebook:
33 219 Likes
33 501 Followers
176 269 Reach



THE TOWNSHIP ECONOMY

Creating self-sufficient economies for growth

ADVERTISING CONTACT

TARIN-LEE WATTS

Project Manager

Tel: +27(0) 87 379 7119

Cell: +27(0) 79 504 7729

Email: wattst@picasso.co.za



ADVERTISING RATES

All rates exclude VAT and agency commission.

FULL PAGE	R18 500
DOUBLE PAGE SPREAD	R32 500
INSIDE FRONT COVER DPS	R41 000
OUTSIDE BACK COVER	R26 500
FULL PAGE + COVER LOGO (LIMITED)	R26 500
HALF PAGE	R10 250

SPONSORSHIP PACKAGES

PLATINUM SPONSOR:

Logo on the front cover + 200-word bio on sponsors' page + 4 page profile + DPS

R90 000 EXCL VAT

GOLD SPONSOR:

Logo on the front cover + 200-word on sponsors' page + 4 page profile

R70 000 EXCL VAT

SILVER SPONSOR:

Logo on the front cover + 200-word bio on sponsors' page + 2 page profile

R50 000 EXCL VAT



MATERIAL SPECIFICATIONS

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

PUBLISHER

PICASSO HEADLINE, A PROUD DIVISION OF ARENA HOLDINGS PTY LTD
 Hill on Empire 16 Empire Road (cnr Hillside Road), Parktown, Johannesburg
 Postal Address: PO Box 12500, Mill Street, Cape Town, 8001