

# THE *EDIT*

Sunday Times



## *MEDIA KIT 2017*

*An extension of THE SUNDAY TIMES FASHION BRAND, The Edit is a cutting edge fashion and beauty glossy magazine, which is distributed to select top LSM Sunday Times subscribers in Gauteng, the Western Cape, and KwaZulu-Natal. The Edit takes a SOPHISTICATED approach to today's trends. It focuses on local design and style influencers, and reports on global fashion and beauty news. The Edit is a CELEBRATION of South Africa's distinctive fashion culture. Fast becoming an eminent voice in the local fashion, The Edit aims to establish itself as one of South Africa's most refined fashion magazines, drawing on the talented editorial and publishing team of the country's most experienced fashion and lifestyle editors.*

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## DEMOGRAPHICS



Distributed to metro areas in Gauteng, the Western Cape, KZN, and the Eastern Cape.

9 in 10 of The Edit target market like to dress well. **CIRCULATION: 70 000.**

**READERSHIP: 246 000.** PROFILE OF TARGET MARKET: Average household income: **R36 000.** AVERAGE PERSONAL INCOME: **R22 000.** The Edit has much larger audiences in upper LSM groups compared to magazine readers in general; 51% are employed full-time

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## EDITORIAL PROFILE

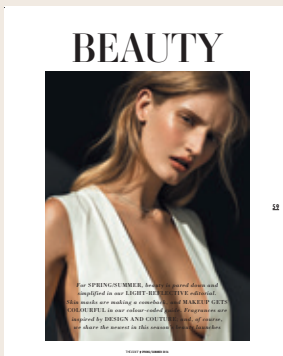
### FASHION



### EDIT MAN



### BEAUTY



### GROOMING



### EDIT LIVING



### EVENTS



### ONLINE

Find the edit on [sundaytimes.co.za](http://sundaytimes.co.za) & Instagram: @sundaytimesfashion

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## THEMES AND PUBLICATION DATES



2 APRIL

### THE EDIT AUTUMN/WINTER

**The Complete fashion and beauty guide** to the new season. All the catwalk trends that matter, what to buy now, inspirational fashion shoots, ed's choice, seasonal beauty hacks, décor, and man sections.

*Advertorial: 01 March 2017 | Above the line: 08 March 2017 | Material: 15 March 2017*

23 APRIL

### THE EDIT WEDDING

**Sublime inspiration** for the contemporary bride and the modern couple. Real weddings, fabulous fashion, catwalk report, beauty inspiration, fantastic décor, clever guides, and some brilliant wedding hacks from the experts to save you time and money.

*Advertorial: 01 March 2017 | Above the line: 15 March 2017 | Material: 07 April 2017*

21 MAY

### EDIT MAN

**The gentleman's edit** of the best of the season for a bespoke lifestyle. Fashion, grooming, technology, motoring, and thought-provoking articles in a sophisticated package.

*Advertorial: 19 April 2017 | Above the line: 26 April 2017 | Material: 03 May 2017*

18 JUNE

### EDIT LIVING

**Everything that delights in décor and design** — an elegant viewpoint. Décor trends, food, wine, design, and houses to build a dream on.

*Advertorial: 17 May 2017 | Above the line: 24 May 2017 | Material: 31 May 2017*

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## THEMES AND PUBLICATION DATES



17 SEPTEMBER

### THE EDIT SPRING/SUMMER

**The Complete fashion and beauty guide** to the new season. All the catwalk trends that matter, what to buy now, inspirational fashion shoots, ed's choice, seasonal beauty hacks, décor, and man sections.

*Advertorial: 16 Aug 2017 | Above the line: 23 Aug 2017 | Material: 30 Aug 2017*

22 OCTOBER

### EDIT LIVING

**Everything that delights in décor and design** — an elegant viewpoint. Décor trends, food, wine, design, and houses to build a dream on.

*Advertorial: 20 Sept 2017 | Above the line: 27 Sept 2017 | Material: 04 Oct 2017*

19 NOVEMBER

### EDIT MAN

**The gentleman's edit** of the best of the season for a bespoke lifestyle. Fashion, grooming, technology, motoring, and thought-provoking articles in a sophisticated package.

*Advertorial: 18 Oct 2017 | Above the line: 25 Oct 2017 | Material: 01 Nov 2017*

3 DECEMBER

### THE EDIT HOLIDAY

**Let's celebrate a year** well lived with a beautiful, fashionable holiday guide. Fashion, beauty, and all things nice to set you up for the perfect vacation.

*Advertorial: 01 Nov 2017 | Above the line: 08 Nov 2017 | Material: 15 Nov 2017*

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## VALIDATION SPECIFICATIONS FOR DIGITAL RECEIVING

### PRINTING SPECIFICATIONS

Adverts must be supplied to the exact specifications as indicated on the rate card. Any dimensions that are outside these areas will not be processed, and client will have to supply new material.

#### Digital file delivery

Digital adverts can be supplied using one of the following methods:

Quickcut ads.za@adstream.co.za or  
traffic.za@adstream.co.za  
(011) 799-7846  
International dialling code:  
+27 (11) 799-7846

Adsend support@adsend.co.za  
(011) 712-5700  
E-mail address: ads@timesmedia.co.za  
These files should be in PDF or EPS  
formats only.  
Please include details in the 'SUBJECT'  
field.

FTP link launch site and drag and drop  
advert into the folder  
User name - validation;  
Password - validation  
ftp://validation:validation@196.44.1.11/  
Validation ADS

Removable media CD-ROM  
ALL FILES MUST BE SENT AS PDF X1A  
FILES (ISO 15930-1)

### GENERAL SPECIFICATIONS

#### Images

All images must be scanned and imported as 300dpi. Any enlargements on page will result in a decrease in resolution.

#### Text

All black text must be set to overprint and must only reproduce on the black (K) plate i.e. Black text must not be made up of any other process colours. Minimum of 8pt can be reversed out of a colour background with a non-serif typeface.

#### Colour compensation

Total ink coverage: 300%  
Grey component replacement (GCR)  
Dot gain: 23%

MATERIAL MUST BE MADE UP USING CMYK PROCESS COLOURS. All material must be prepared for offset lithographic processes as per international printing standard (ISO 12647-2).

#### Colour proofs

Offset lithographics colour-corrected proofs should be supplied as a guide. If not supplied, accurate colour matching cannot be guaranteed.

#### Repeat adverts

Please note that printed adverts' files are only archived for one month. After this time period the files are deleted.

#### Material delivery

4th Floor, 4 Biermann Avenue, Rosebank, 2196.

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## RATE CARDS:

### ADVERTISING RATES

(Including agency commission, excluding VAT)

<b>Full page full colour</b>	R49 750
<b>DPS</b>	R99 500

### COVERS

<b>IFC DPS</b>	R 103 721
<b>IBC and Brand Story DPS</b>	R 99 500
<b>IBC</b>	R 51 500
<b>OBC</b>	R 54 600

### PREMIUM POSITIONS

<b>2nd DPS</b>	R 103 721
<b>3rd DPS</b>	R 103 721
<b>RH opposite Ed's letter</b>	R 54 600
<b>Opposite contents</b>	R 54 600
<b>Opening specified section</b>	R 54 600
<b>Centre Spread</b>	R 103 721

**Direct delivery to 70 000 of the highest LSM households in the country makes this a targeted and focused marketing investment.**

A glossy, high-fashion environment curated by the best in the industry

#### MATERIAL REQUIREMENTS SIZE BLEED TRIM TYPE (Height x Width)

<b>FP</b>	<b>BLEED</b> 307mm x 245mm	<b>TRIM</b> 297mm x 235mm	<b>TYPE</b> 267mm x 205mm
<b>DPS</b>	<b>BLEED</b> 307mm x 480mm	<b>TRIM</b> 297mm x 470mm	<b>TYPE</b> 267mm x 440mm
<b>HALF PAGE HORIZONTAL</b>	<b>BLEED</b> 157mm x 245mm	<b>TRIM</b> 147mm x 235mm	<b>TYPE</b> 127mm x 205mm
<b>HALF PAGE VERTICAL</b>	<b>BLEED</b> 307mm x 127mm	<b>TRIM</b> 297mm x 117mm	<b>TYPE</b> 267mm x 97mm

## CONTACT INFORMATION

**BUSINESS MANAGER Yvonne Shaff** shaffy@timesmedia.co.za | tel 021 439 4907 | cell 082 903 5641

**ACCOUNT MANAGER, JHB Faith Thomas** faith@fashionedit.co.za | tel 011 468 4032 | cell 082 852 8998

**ACCOUNT MANAGER, CT Charlotte Nutman** nutmanc@timesmedia.co.za | tel 021 488 1709 | cell 078 358 6154

**ACCOUNT MANAGER, KZN Gina van de Wall** vdwallg@timesmedia.co.za | tel 032 943 3318 | cell 083 500 5325

**ADVERTISING CO-ORDINATOR Jamie Kinnear** kinnearj@bdfm.co.za | tel 011 280 3183 | cell 083 703 3231

**EDITOR Sharon Becker** sharonb@timesmedia.co.za | tel 011 280 5214 | cell 083 687 2100

**LIVING EDITOR Leana Schoeman** leanas@sundaytimes.co.za | tel 011 280 3197 | cell 083 468 1911

**PUBLISHER Aspasia Karras** aspasiak@timesmedia.co.za | tel 011 280 3487 | cell 082 556 9070

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