

Sunday Times

# FOODWEEKLY



Sunday Times

food

TERRA MADRE 2016, THE SLOW FOOD FESTIVAL IN ITALY



## Product Overview

Informative, vibrant and highly visual, Food Weekly is a tabloid-sized weekly supplement designed to celebrate and share the joy of food. Fully embracing the global trend toward food as entertainment and recreation, Food Weekly reflects this food fascination with gusto and an insatiable appetite. Every week, we serve our readers the freshest take on good food, giving advertisers the opportunity to speak to a large newspaper audience in a magazine style format. Our issues are individually themed, covering the seasons, special events and holidays... it's a non-stop feast that includes something for everyone, from the home cook to the accomplished entertainer.

- **Readership: 2,016,000**
- **Circulation: 278,610**
- **Advertising Rates: R123,552.00 (39 x 8 FP FC) – CPT of R61.29**
- **Demographics:**
  - **Average HH income – R24,254** (vs. R12,267 national average)
  - **Average Age – 39**
  - **Three in four readers are in LSM 7-10**
  - **Four in five have a matric or tertiary qualification**

**Psychographics:** Sunday Times food supplement readers appreciate good food, and look for quality even when eating out or buying take-away food. They enjoy trying new food products and experimenting with new recipes. Shopping is a pleasure. They regard advertising as a useful source of information, are loyal to trusted brands and are willing to pay more for recognised brands. Environmental issues are important to them and so is entertainment and regular family meals.

SOURCE: AMPS 2015AB, TGISA, ABC Jul-Sep 2016

For rates go to [www.TMAdroom.co.za](http://www.TMAdroom.co.za)