



THE EDIT

# LIVING

"The inspiration for this piece is **fantasy** itself. Its shape, **purely imaginative**, is a fusion of various animals interpreted from a very personal perspective. It is an artistic object that, in spite of having a possible function as a flower vase, has a **sculptural essence**. The expressive nature of its graphics is inspired by an African motif." **Jaime Hayon**



VOLUME 1



Sunday Times

# MEDIA KIT

## 2018





# THE *EDIT*

**MEDIA KIT**  
**2018**



# INDEX

FASHION / MAN / LIVING

- 02. THE EDIT EDITOR'S LETTER 03. THE EDIT CONTENT BREAKDOWN 04. THE EDIT THEMES: JANUARY TO DECEMBER 05. PRINT AUDIENCE 06. THE EDIT COMPETITORS 07. THE EDIT DEADLINES 08. THE EDIT ADVERTISING SPECIFICATIONS 09. THE EDIT MAN 10. THE EDIT MAN EDITOR'S LETTER 11. THE EDIT MAN MAN CONTENT BREAKDOWN 12. THE EDIT MAN THEMES: JANUARY TO DECEMBER 13. THE EDIT MAN CIRCULATIONS 14. THE EDIT MAN DEADLINES 15. THE EDIT MAN ADVERTISING SPECIFICATONS 16. THE EDIT LIVING 17. THE EDIT LIVING ED'S LETTER 18. THE EDIT LIVING CONTENT BREAKDOWN 19. THE EDIT LIVING THEMES: JANUARY TO DECEMBER 20. THE EDIT CIRCULATIONS 21. THE EDIT LIVING DEADLINES 22. THE EDIT LIVING ADVERTISING SPECS 23. ADVERTISING RATES 24 & 25. DIGITAL AUDIENCE 26. ADVERTISING CONTACT DETAILS**



**CURATE YOUR LIFE BEAUTIFULLY**

PRINT



**T**he **Edit** is an extension of the Sunday Times fashion brand, and a *cutting-edge* fashion and beauty glossy magazine that 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.* It is fast becoming an illustrious voice in local fashion, and aims to establish itself as one of South Africa's *most refined fashion magazines*, drawing on a talented editorial and publishing team comprising the country's most experienced fashion and lifestyle editors.

**02**

**SHARON BECKER**

EDITOR: THE EDIT  
EMAIL: SHARONB@TISOBLACKSTAR.CO.ZA  
CELL: +27 (0) 83 687 2100

**ASPASIA KARRAS**

PUBLISHER: THE EDIT  
EMAIL: ASPASIAK@TISOBLACKSTAR.CO.ZA  
CELL: +27 (0)82 556 9070

**CURATE YOUR LIFE BEAUTIFULLY**



# CONTENT BREAKDOWN 2018



## **fashion**

Storytelling at its most engaging. South Africa's top fashion teams and photography talent present the season in a heady mix of high and low, igniting the imagination.



## **trends**

A contemporary, fresh, curated take. Our trends pages reflect high street and luxury in a compelling, shopping-friendly mix.



## **beauty**

Our beauty editor, Nokubonga Thusi, presents a practical, well-informed, and engaging take on beauty trends and products.



## **living**

Our Living editor, Leana Schoeman, curates inspired design and lifestyles from South Africa and around the world.



# THEMES AND PUBLICATIONS 2018

15 April 2018



**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.

21 October 2018



**SPRING/  
SUMMER**

2 December 2018



**HOLIDAY**

Let's celebrate a year well lived with a stylish holiday guide featuring fashion, beauty, and all things nice to set you up for the perfect vacation.





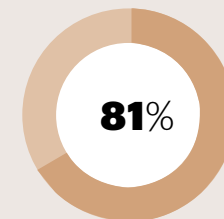
# PRINT AUDIENCE

**PRINT ORDER**  
**70 000**

**ESTIMATED READERSHIP**  
**246 000**

**HOUSEHOLD INCOME**  
**R35 636**

**AVERAGE PERSONAL INCOME**  
**R21 888**



LSM 8 - 10

AVERAGE AGE  
**41 years**

**55%**  
MALE

**45%**  
FEMALE

The Edit readers are much more likely to be in upper-LSM groups compared to magazine readers in general: 73.5% are employed full-time.

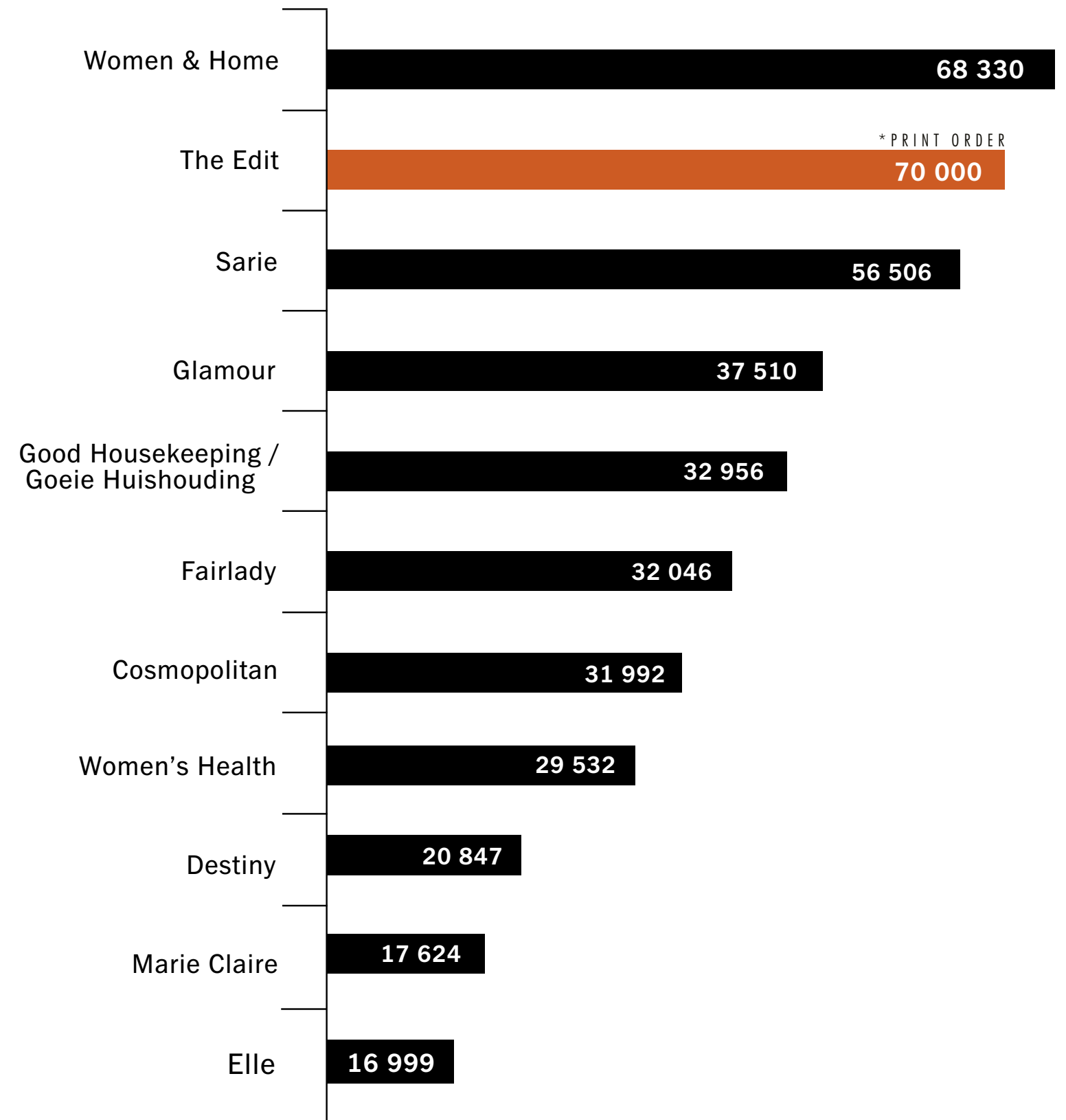


SOURCE: AMPS 2016





# CIRCULATIONS







**15 April 2018**

**21 October 2018**

**2 December 2018**

ADVERTORIAL	ABOVE THE LINE	MATERIAL
14 March 2018	21 March 2018	28 March 2018
ADVERTORIAL	ABOVE THE LINE	MATERIAL
19 September 2018	26 September 2018	03 October 2018
ADVERTORIAL	ABOVE THE LINE	MATERIAL
31 October 2018	7 November 2018	14 November 2018

# CALENDAR 2018



# PRINT

# ADVERTISING SPECCS

## MATERIAL REQUIREMENTS

### WIDTH X HEIGHT

#### Full Page

Type: 210 mm x 272 mm  
Trim: 235 mm x 297 mm  
Bleed: 245 mm x 307 mm

#### Double Page Spread

Type: 445 mm x 272 mm  
Trim: 470 mm x 297 mm  
Bleed: 480 mm x 307 mm

#### Half Page Vertical:

Type: 105 mm x 272 mm  
Trim: 118 mm x 297 mm  
Bleed: 123 mm x 302 mm

#### Half Page Horizontal:

Type: 210 mm x 136 mm  
Trim: 235 mm x 149 mm  
Bleed: 245 mm x 154 mm



## 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](mailto:ads.za@adstream.co.za)  
or **traffic** [za@adstream.co.za](mailto:za@adstream.co.za)

(011) 799 7846  
International dialing code:  
+ 27 (11) 799 7846

**Mediasend**  
[support@mediasend.co.za](mailto:support@mediasend.co.za)  
(011) 712 5700

**Jamie Kinnear Advertising**  
Co-ordinator [kinnearj@bdfm.co.za](mailto:kinnearj@bdfm.co.za)

These files should be in PDF format only.  
Please include details in the SUBJECT field.

**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 reproduce only 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).

**08**

### 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 advert files are archived only for one month. After this time period the files are deleted.

### Material delivery

3rd Floor, Hill on Empire, 16 Empire Road,  
Parktown, 2193





the  
edit  
man

**MEDIA KIT**  
**2018**





INTRO

**T**he **Edit Man** is the quintessential guide to fashion, grooming, technology, motoring, and more, in one complete package. It is printed in an original format: an arresting and compelling **BROADSHEET**. Our advertising rates offer great VALUE, with our clients enjoying big, bold, and beautiful advertising space.

**10**

**SHARON BECKER**

EDITOR: THE EDIT MAN  
 EMAIL: SHARONB@TISOBLACKSTAR.CO.ZA  
 CELL: +27 (0) 83 687 2100

**ASPASIA KARRAS**

PUBLISHER: THE EDIT MAN  
 EMAIL: ASPASIAK@TISOBLACKSTAR.CO.ZA  
 CELL: +27 (0)82 556 9070

**CURATE YOUR LIFE BEAUTIFULLY**



# CONTENT BREAKDOWN 2018

HOW THE GOVERNMENT IS AFFECTED

FUND MANAGERS DRINK JUNK GOVERNMENT B...

THE CURRENCY LOSES VALUE

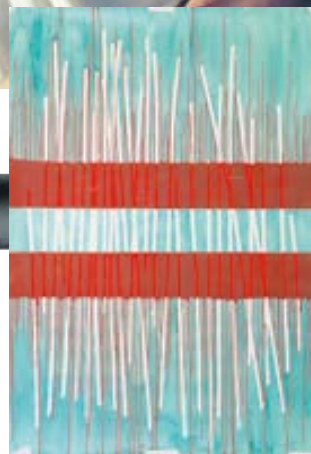
LOW BUSINESS CONFID...



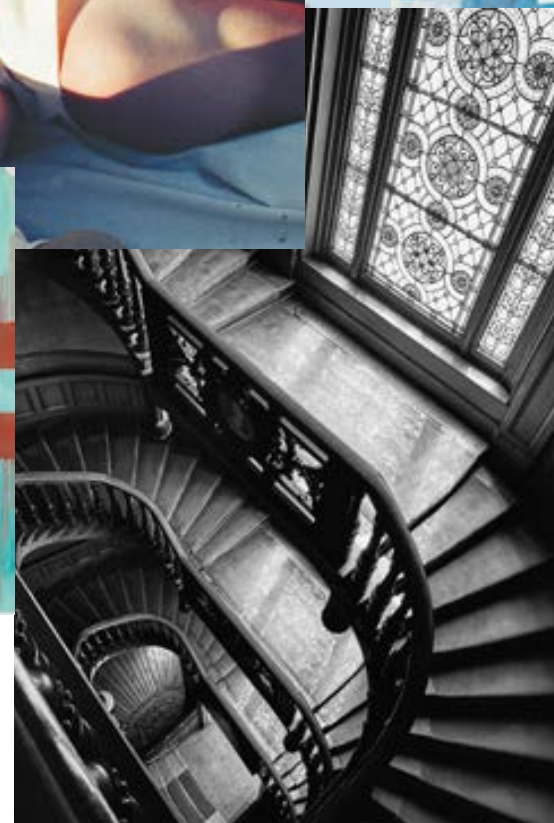
SPORT



GROOMING



ART



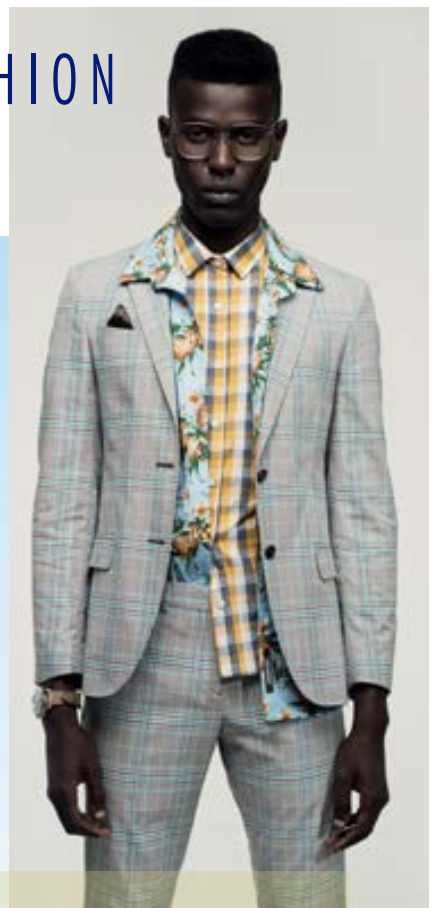
PURSUIITS

POLITICS



OPINION

FASHION





# THEMES AND PUBLICATIONS 2018

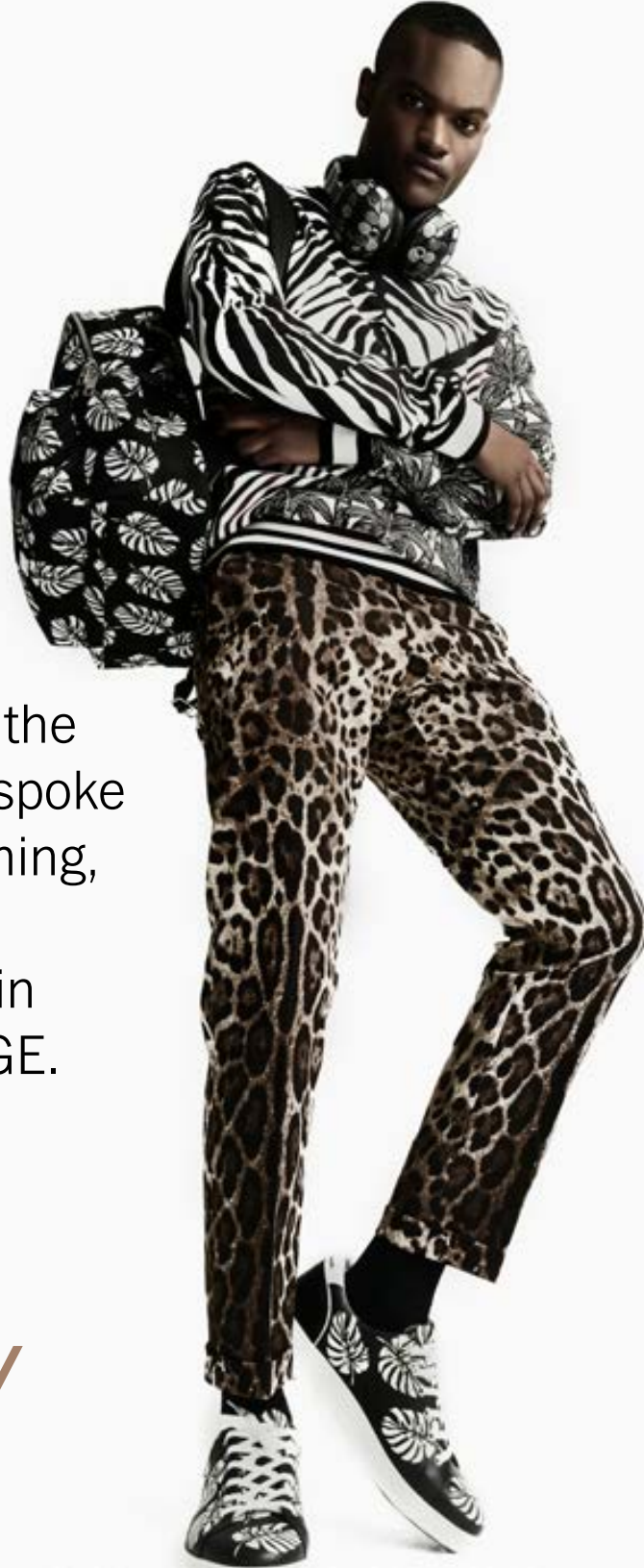
Sunday Times  
the edit man

MEDIA KIT 2018 : THEMES/ PUBLICATIONS

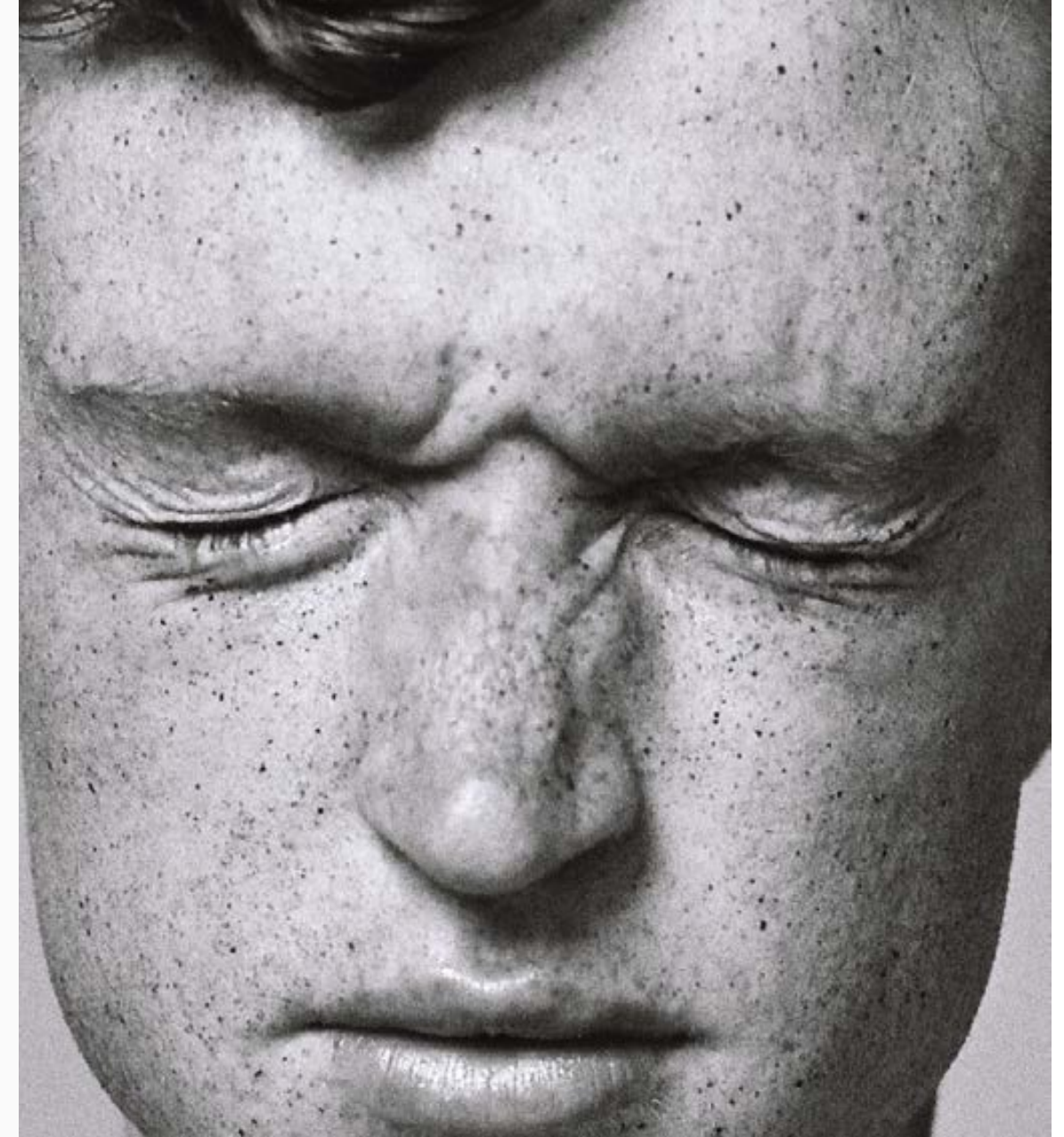
10 June 2018

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.

AUTUMN/  
WINTER

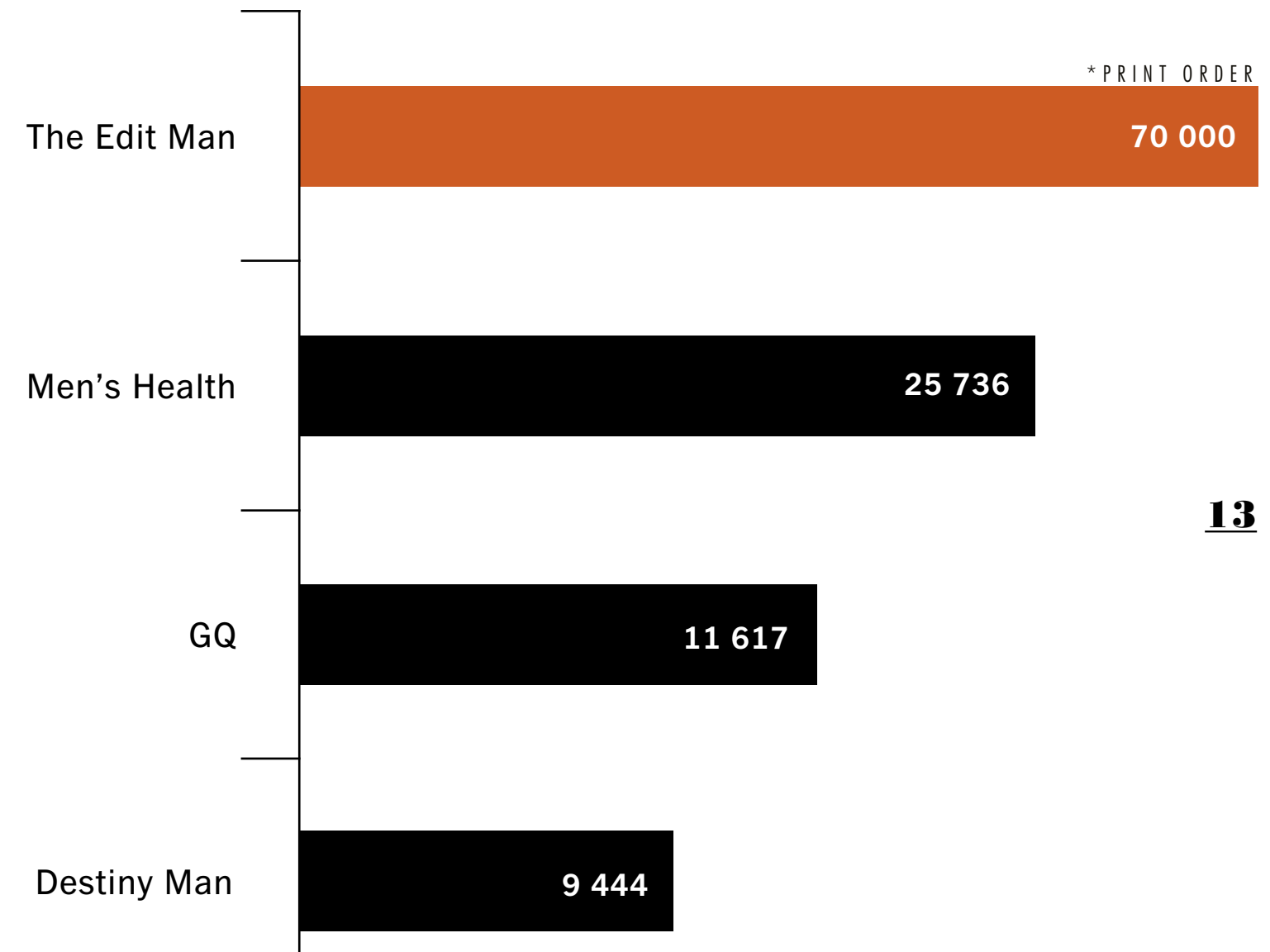


18 November 2018



SPRING/  
SUMMER





SOURCE: ABC SOLD COPY SALES JULY TO SEPTEMBER 2017

**CURATE YOUR LIFE BEAUTIFULLY**





**10 June 2018**

**18 November 2018**

ADVERTORIAL	ABOVE THE LINE	MATERIAL
9 May 2018	16 May 2018	23 May 2018
ADVERTORIAL	ABOVE THE LINE	MATERIAL
17 October 2018	24 October 2018	31 October 2018

# CALENDAR 2018



# PRINT



### FORMAT: BROADSHEET

### MATERIAL REQUIREMENTS

**Full Page :** 578mm height x 330mm width

**Text:** 550mm height x 310mm width  
No Bleed required

**DPS:** 578mm height x 660mm width

**Text:** 550mm height x 640mm width  
No Bleed required

**PLEASE NOTE: AD MATERIAL MUST BE  
MADE UP TO THE TEXT SPECS ONLY. NO  
TRIM OR BLEED REQUIRED**

### Images:

All images must be scanned and imported as 200dpi. Any enlargements on page will result in a decrease in resolution.

### Text:

All black text must be set to overprint and must reproduce on only 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:** 240%

Grey component replacement (GCR)

**Dot gain:** 23%

**15**

### 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).





Sunday Times  
**THE EDIT**

# LIVING

**MEDIA KIT**  
**2018**





# INTRO

**I**n 2018 **The Edit Living team** will continue producing design, décor, and interiors content that is compelling, **inspirational, and beautiful, carefully curated** in line with local and international trends and influences. **Our content remains accessible**, but also aspirational, allowing the reader to discover people and things beyond the mundane, as we aim to grow our readers' awareness of the world of interiors, design, architecture, and beyond.

**LEANA SCHOEMAN**

EDITOR: THE EDIT LIVING

EMAIL: LEANAS@SUNDAYTIMES.CO.ZA

CELL: +27 (0)83 468 1911

**ASPASIA KARRAS**

PUBLISHER: THE EDIT LIVING

EMAIL: ASPASIAK@TISOBLACKSTAR.CO.ZA

CELL: CELL: +27 (0)82 556 9070

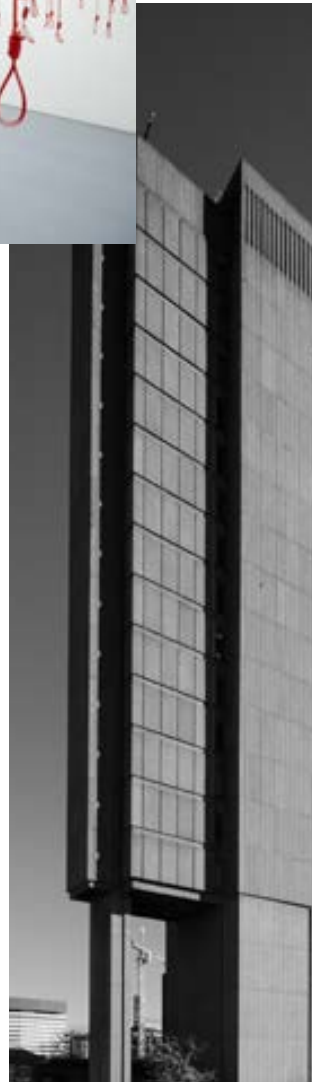


# CONTENT BREAKDOWN 2018



ART

ARCHITECTURE  
AND INTERIORS



SHOPPING



GETAWAYS





# THEMES AND PUBLICATIONS 2018

**22** April 2018



**AUTUMN/  
WINTER**

Everything that delights in décor and design, presented from an elegant perspective. Décor trends, food, wine, design, and houses to build your dreams around.

**30** September 2018



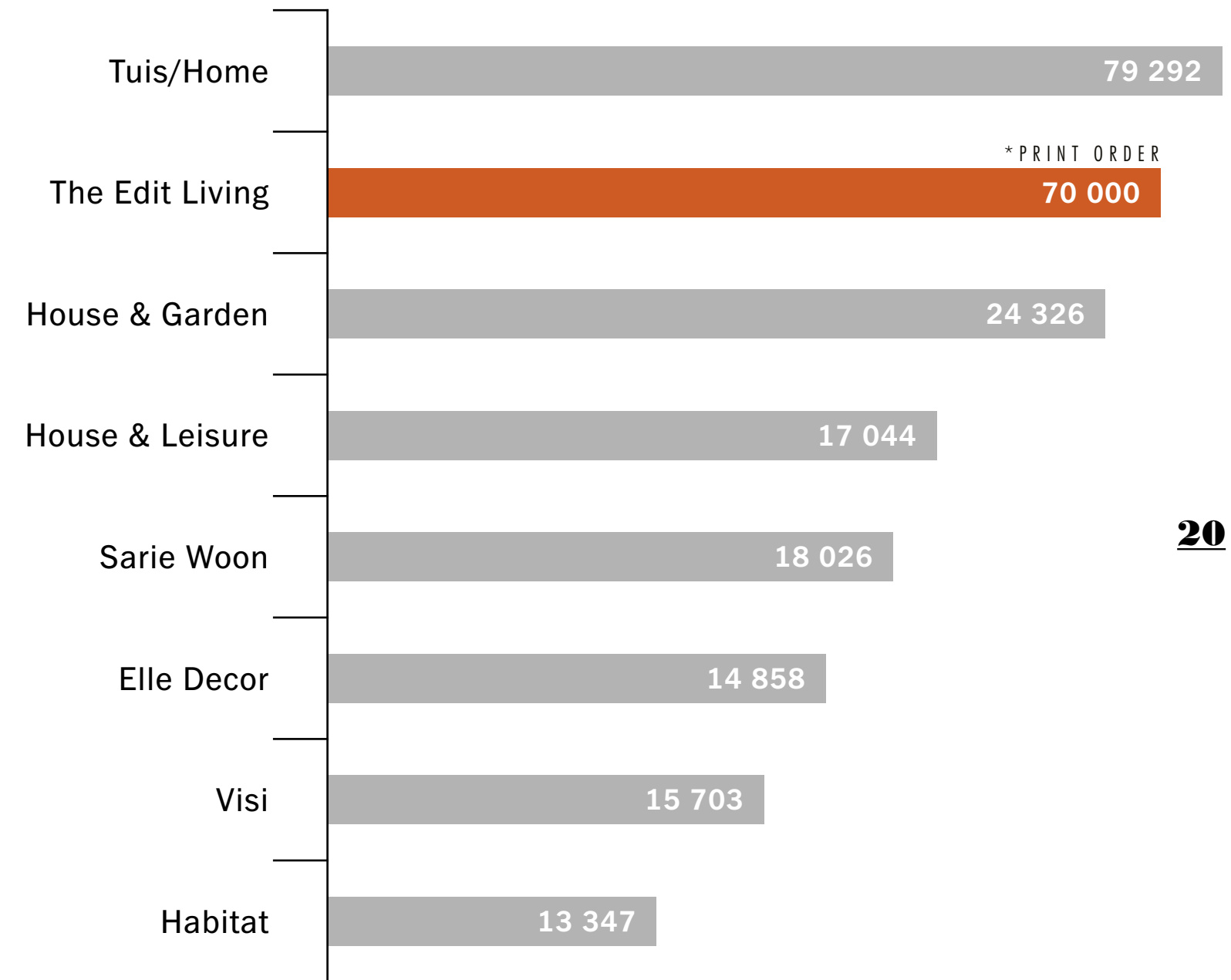
**SPRING/  
SUMMER**

**CURATE YOUR LIFE BEAUTIFULLY**





CIRCULATIONS



**20**

SOURCE: ABC SOLD COPY SALES JULY - SEPTEMBER 2017

**CURATE YOUR LIFE BEAUTIFULLY**





22 APRIL 2018

30 SEPTEMBER 2018

ADVERTORIAL	ABOVE THE LINE	MATERIAL
21 March 2018	28 March 2018	4 April 2018
ADVERTORIAL:	ABOVE THE LINE	MATERIAL
29 August 2018	5 September 2018	12 September 2018

# CALENDAR 2018

**CURATE YOUR LIFE BEAUTIFULLY**



ADVERTISING  
SPECS

**MATERIAL REQUIREMENTS  
HEIGHT X WIDTH**

**Full Page:**

Trim: 305mm x 274mm  
Type: 293mm x 262mm  
Bleed: 311mm x 280mm

**Double Page Spread:**

Trim: 305mm x 548mm  
Type: 293mm x 536mm  
Bleed: 311mm x 554mm

PRINT



**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](mailto:ads.za@adstream.co.za)  
**or traffic** [za@adstream.co.za](mailto:za@adstream.co.za)  
(011) 799 7846  
International dialing code:  
+ 27 (11) 799 7846

**Mediasend**  
[support@mediasend.co.za](mailto:support@mediasend.co.za)  
(011) 712 5700

**Jamie Kinnear Advertising**  
**Co-ordinator** [kinnearj@bdfm.co.za](mailto:kinnearj@bdfm.co.za)  
These files should be in PDF format only.  
Please include details in the SUBJECT field.

**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 reproduce only 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 advert files are archived only for one month. After this time period the files are deleted.

**Material delivery**

3rd Floor, Hill on Empire, 16 Empire Road, Parktown, 2193



# ADVERTISING RATES

## ADVERTISING RATES

Rates INCLUDE agency commission and EXCLUDE VAT

FPFC	R49 750
DPS	R99 500
HALF PAGE	R29 850
IFC DPS	R103 721
2nd DPS	R103 721
RHP opposite Ed's Letter	R54 600
RHP opposite Contents	R54 600
IBC	R51 500
OBC	R54 600
<b>ADVETORIAL RATES</b>	

- # Rates EXCLUDE Vat and agency commission
- # Advertorials requiring specific shoots will be quoted on a client-specific basis, in line with standard industry rates.
- # Extended usage rights quoted as requested.

100% cancellation fee applies should any cancellation be made after booking deadline.



**CURATE YOUR LIFE BEAUTIFULLY**



# DIGITAL AUDIENCE



Average unique browsers per month: **870 000**

Average page views per month: **2.3 million**

## OUR NETWORK

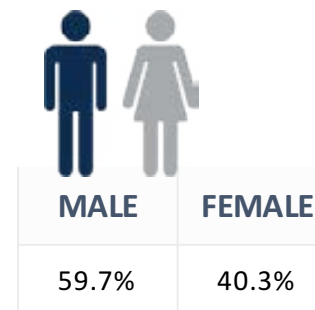
The Sunday Times, South Africa's premier Sunday newspaper and a favourite brand among South Africans for its fearless investigate journalism, has its own section within TimesLIVE for its subscribers. It publishes content from the popular Sunday Times newspaper, as well as free, online-only news and features throughout the week.



Source: Google Analytics



	15-19	20-24	25-34	35-44	45-49	50-54	55-64	65+
MALE	5.7%	11.3%	28.8%	19.7%	7.5%	5.9%	12.1%	9%
FEMALE								



Source: Effective Measure, Google Analytics

SA AUDIENCE: 87.8%

		INDEX
GAUTENG:	49.3%	100
KWAZULU-NATAL:	10.4%	103
WESTERN CAPE:	17.1%	101
LIMPOPO:	5.1%	97
EASTERN CAPE:	6.6%	100

**CURATE YOUR LIFE BEAUTIFULLY**



**DIGITAL  
AUDIENCE**



**OUR NETWORK**

The Sunday Times Lifestyle section sets the trend in South Africa when it comes to matters of food, travel, fashion, books, health, sex, home and gardening, and much more. It also includes a devoted section for The Edit magazine.



Source: Google Analytics



18-24	25-34	35-44	45-54	55-64	65+
12.5%	30.4%	26.9%	15.2%	9.3%	5.8%

<b>MALE</b>	<b>FEMALE</b>
62.4%	37.6%

<b>117,956</b>	<b>302,991</b>

Source: Effective Measure, Google Analytics

**SA AUDIENCE: 84.6%**

		INDEX
<b>GAUTENG:</b>	68.1%	N/A
<b>WESTERN CAPE:</b>	16.3%	N/A
<b>KWAZULU-NATAL:</b>	10.6%	N/A
<b>EASTERN CAPE:</b>	1.8%	N/A
<b>FREE STATE:</b>	0.8%	N/A

**CURATE YOUR LIFE BEAUTIFULLY**



**CONTACTS**

**YVONNE SHAFF**

Business Manager

Email: [shaffy@tisoblackstar.co.za](mailto:shaffy@tisoblackstar.co.za)

Cell: +27 (0)82 903 5641 • Direct: +27 (0)21 439 4907

**LETITIA LOUW**

Account Manager, Gauteng

Email: [louwl@tisoblackstar.co.za](mailto:louwl@tisoblackstar.co.za)

Cell: +27 (0)83 454 1137

**SAMANTHA PIENAAR**

Account Manager, Cape Town

Email: [pienaars@tisoblackstar.co.za](mailto:pienaars@tisoblackstar.co.za)

Cell: +27 (0)82 889 0366

**GINA VAN DE WALL**

Account Manager, KwaZulu-Natal

Email: [vdwallg@tisoblackstar.co.za](mailto:vdwallg@tisoblackstar.co.za)

Cell: +27 (0)83 500 5325

**JAMIE KINNEAR**

Advertising Co-ordinator

Email: [kinnearj@bdfm.co.za](mailto:kinnearj@bdfm.co.za)

Cell: +27 (0)83 703 3231 • Direct: +27 (0)11 280 3183

