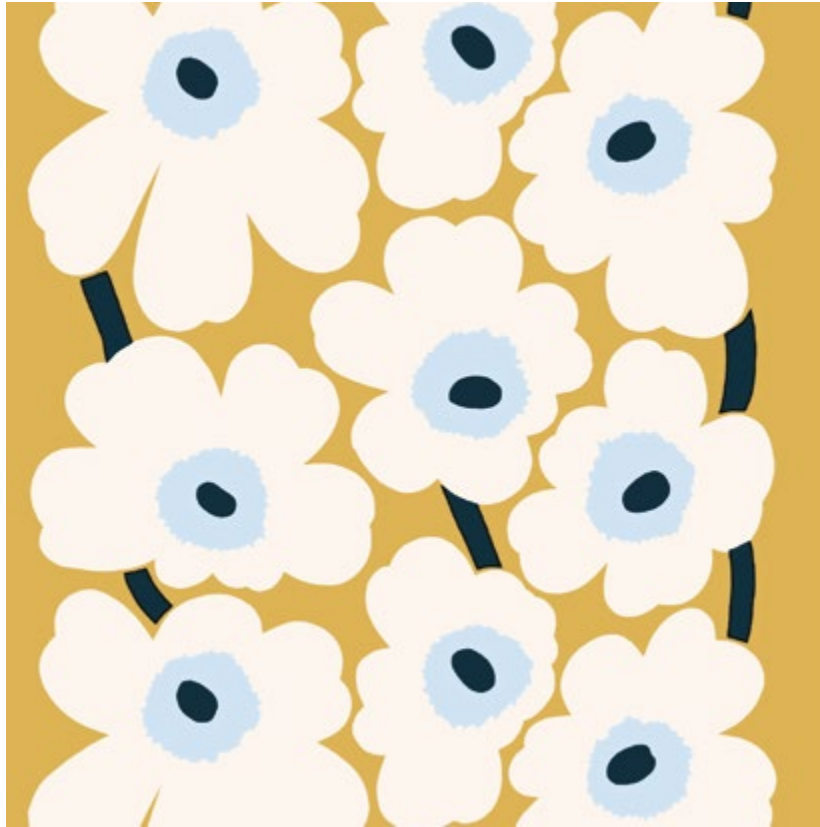




Sunday Times
THE EDIT **LIVING**

“There is only one responsibility — beauty. There is only one reality — a dream.
There is only one strength — love.” **Armi Ratia, Marimekko**



VOLUME 2



Sunday Times
MEDIA KIT
2019

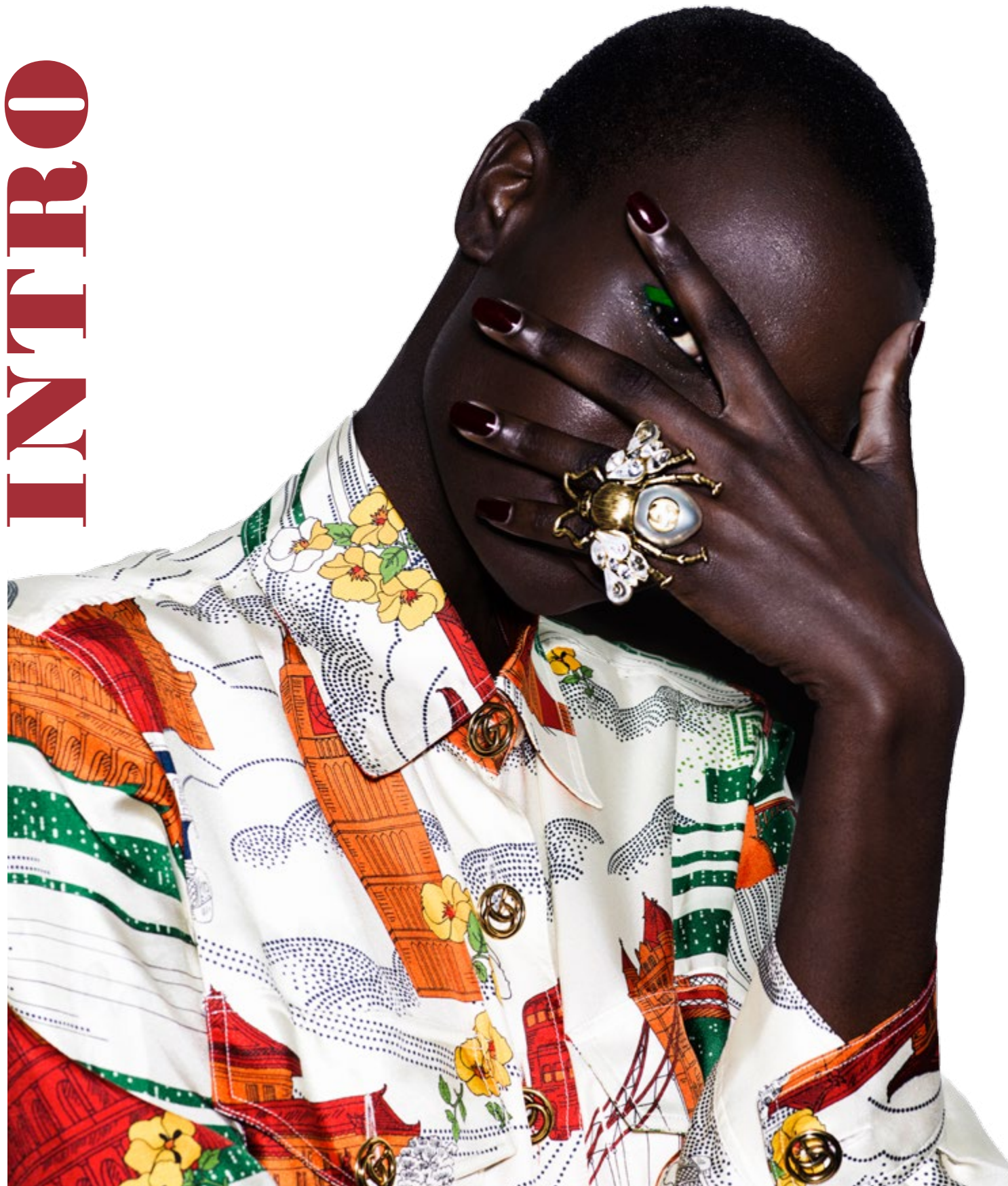
tiso blackstar
group.



THE *EDIT*

MEDIA KIT
2019

INTRO



The **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-SEM 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.

SHARON BECKER

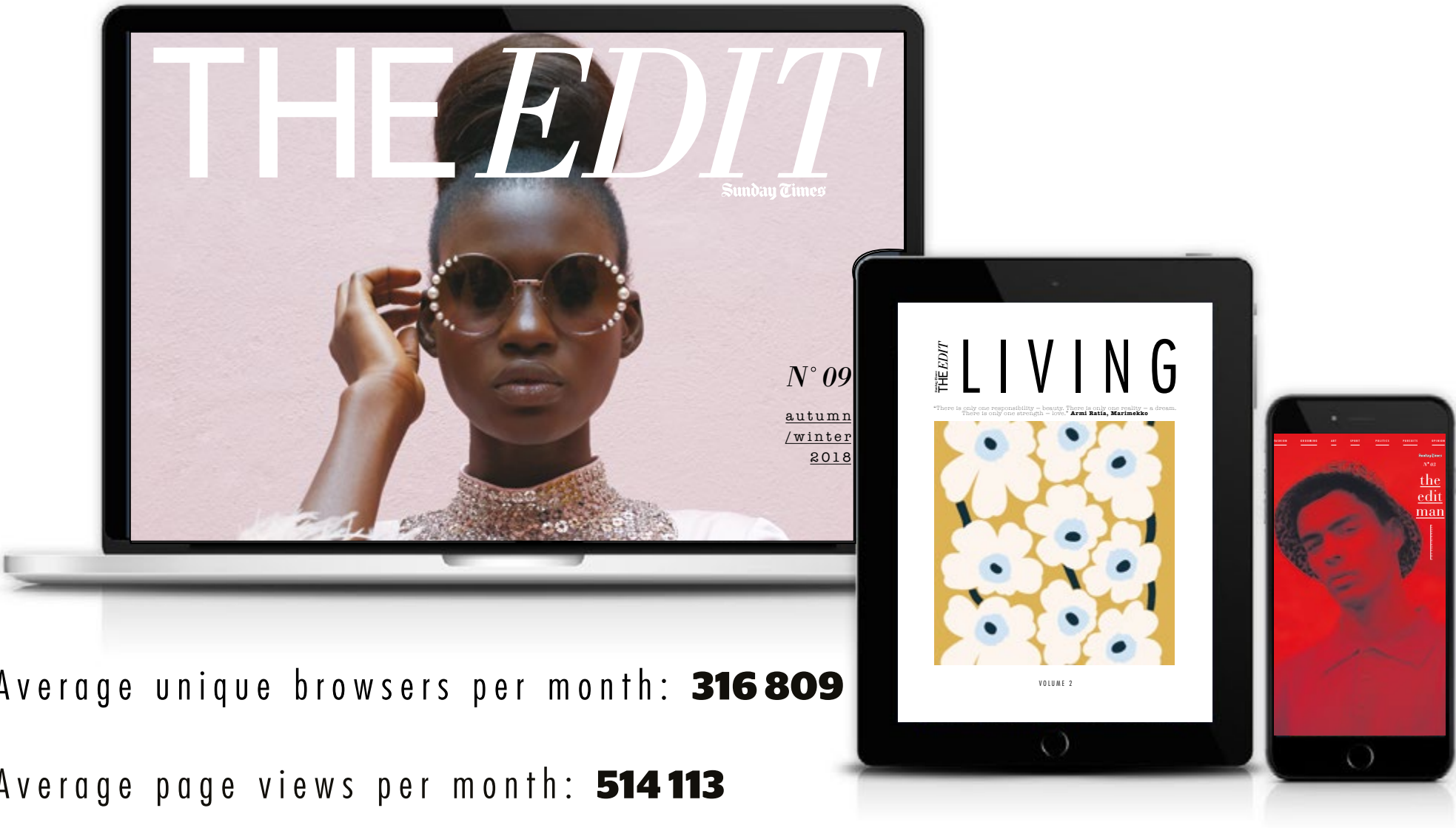
EDITOR: THE EDIT
EMAIL: SHARONB@TISOBLACKSTAR.CO.ZA
CELL: +27 (0)83 687 2100

ASPASIA KARRAS

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

CURATE YOUR LIFE BEAUTIFULLY

DIGITAL
AUDIENCE



Average unique browsers per month: **316 809**

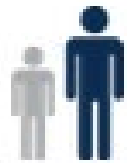
Average page views per month: **514 113**

OUR NETWORK

The Sunday Times Lifestyle section sets the trend in SA when it comes to matters of food, travel, fashion, books, health, sex, home and gardening, and much more. It includes content from The Edit magazine.



Source: Google Analytics for overall Lifestyle section, Jan–Oct 2018



	18-24	25-34	35-44	45-54	55-64	65+
	9.3%	30.6%	22.9%	14.7%	12.3%	10.3%



MALE	FEMALE
45.6%	54.4%



		INDEX
GAUTENG:	62%	N/A
WESTERN CAPE:	19.8%	N/A
KWAZULU-NATAL:	12.5%	N/A
EASTERN CAPE:	2.5%	N/A
FREE STATE:	1%	N/A

CURATE YOUR LIFE BEAUTIFULLY

CONTENT BREAKDOWN 2019

Sunday Times
THE *EDIT*

MEDIA KIT 2019: CONTENT BREAKDOWN



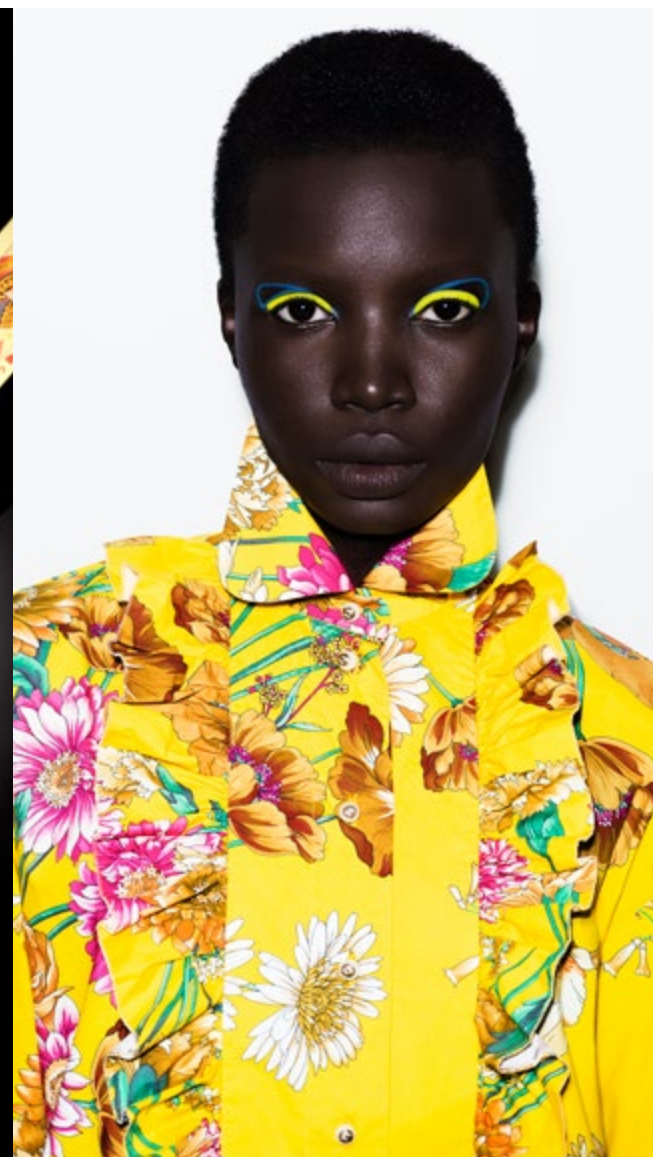
fashion

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.

CURATE YOUR LIFE BEAUTIFULLY

THEMES AND PUBLICATIONS 2019

Sunday Times
THE EDIT

MEDIA KIT 2019: THEMES & PUBLICATIONS

28 April 2019



AUTUMN/ WINTER

Art, design, photography, fascinating features, politics, opinion, interviews, and curated and expert round-ups of the new season's trends from South Africa's top editorial and fashion team. Autumn and winter must-haves with a uniquely South African flavour, from luxury to high-street brands. Cover up for winter with the best of local and international design. And there's also expert advice, tried and tested reviews, new must-try beauty trends, and comprehensive coverage of the latest beauty products.

20 October 2019



SPRING/ SUMMER

A new look for a new season — a roundup of the fresh summer trends, and a curated selection of must-haves with a uniquely South African flavour, from luxury to high-street brands. A look at local and international design with our breathtaking mix of fresh features, reportage, politics, and in-depth profiles. Spring brings new skin challenges — put your best face forward with our expert advice, new must-try beauty trends, and comprehensive coverage of the latest beauty products.

8 December 2019



HOLIDAY

Time to kick back and relax with the essential summer compilation of resort wear, swimsuits, and everything else you need for a scintillating summer break — what to read, watch, and listen to on your break, so that you can come back refreshed and inspired for the new year. Travel inspiration, books, podcasts, and opinions to spice up the dinner-party circuit, plus easy and relaxed dressing, effortless beauty, and beach-ready body prep.

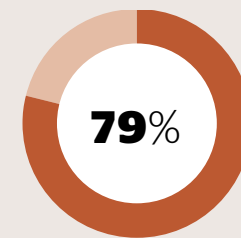
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PRINT ORDER
50 000

ESTIMATED READERSHIP
1 62 000

HOUSEHOLD INCOME
R 22 522

PRINT AUDIENCE



SEM 8 - 10

**AVERAGE
AGE**
40 years

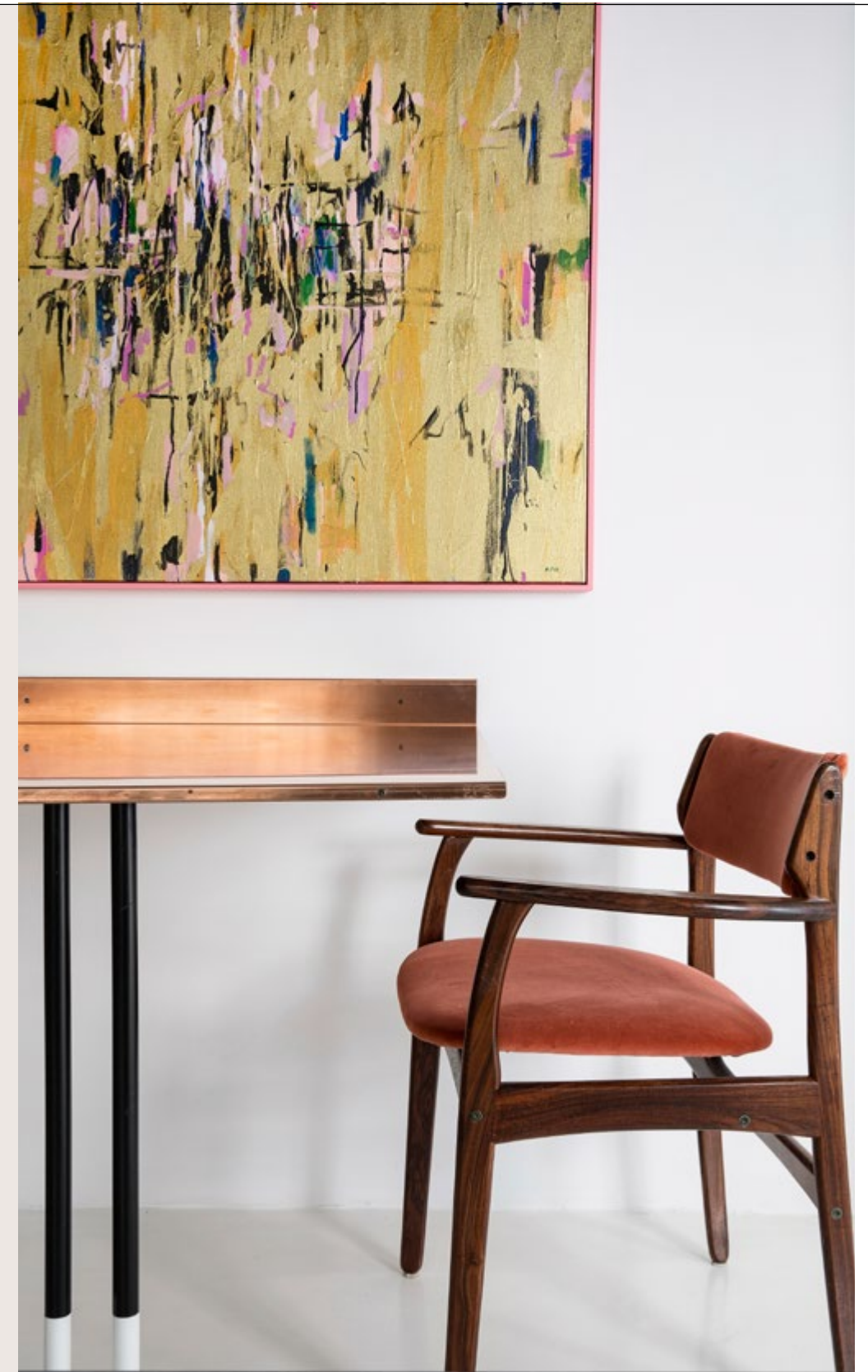
36%
MALE

64%
FEMALE

51%
WORKING

87%
**ARE
BANKED**

75%
**MATRIC OR
HIGHER
EDUCATION**

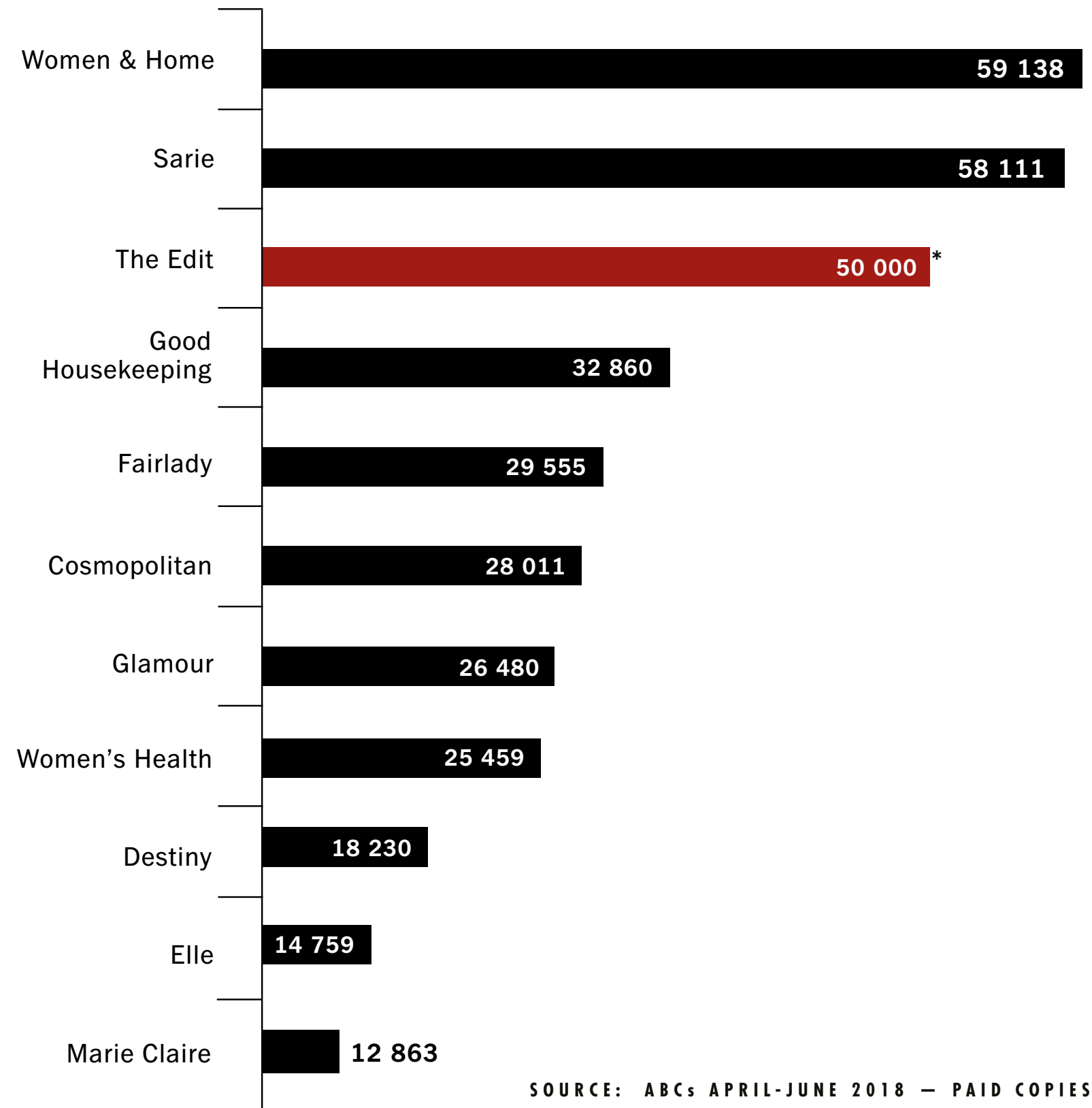


SOURCE: PAMS 2017

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CIRCULATION



SOURCE: ABCs APRIL-JUNE 2018 — PAID COPIES ONLY

* PRINT ORDER

CURATE YOUR LIFE BEAUTIFULLY



28 April 2019
20 October 2019
8 December 2019

ADVERTORIAL	ABOVE THE LINE	MATERIAL
27 March 2019	3 April 2019	12 April 2019
ADVERTORIAL	ABOVE THE LINE	MATERIAL
18 September 2019	25 September 2019	04 October 2019
ADVERTORIAL	ABOVE THE LINE	MATERIAL
6 November 2019	13 November 2019	22 November 2019

CALENDAR
2019

ADVERTISING RATES

ADVERTISING RATES

Rates INCLUDE agency commission and EXCLUDE VAT

FPFC	R51 244
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DPS	R102 485
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HALF PAGE	R30 746
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IFC DPS	R106 834
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2nd DPS	R106 834
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RHP opposite Ed's Letter	R56 238
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RHP opposite Contents	R56 238
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IBC	R53 045
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OBC	R56 238
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ADVERTORIAL RATES

- # 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.



ADVERTISING SPECS

PRINT

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

Mediasend
support@mediasend.co.za
(011) 712 5700

Jamie Kinnear Advertising
Co-ordinator 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 standards (ISO 12647-2).

Colour proofs

Offset lithographic 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



Sunday Times

THE EDIT

INSERT RATES

BOUND IN:	
* Applicable to saddle stitched: price custom quoted on request depending on insert	
Single item (2 pages)	R745 per 1000
4-8 pages	R855 per 1000
12-24 pages	R1 026 per 1000
58 and above	Price quoted on request
LOOSE INSERTS:	
Single item (2 pages)	R645 per 1000
4-12 pages	R930 per 1000
12 – 24 pages	R1 116 per 1000
25 and above	Price custom quoted on request depending on insert
SPOT GLUE:	
Cover Mount	R 810 per 1000 (cover mount supplied) Printing: price on request
Item spot glued onto a specific page	R1 055 per 1000
BELLY BAND:	
Around section inside the magazine (vertical or horizontal)	R2 180 per 1000
Around outside of magazine	R1 368 per 1000
BOOKMARK & RIBBON:	
Paste ribbon on specific page with round sticker and placement of bookmark between specified pages	R1 620 per 1000 (bookmark printing costs on request)
BAGGING:	
Insert magazines into bag and seal	R1 124 per 1000

INSERTS: *All rates incl agency commission.
Note: All inserts are subject to approval by the media owner before insertion

DELIVERY DETAILS

DELIVERY DETAILS FOR INSERTS/SAMPLING:

**ATTENTION: RICHARD MALULEKE
PAARLMEDIA GAUTENG
(011) 201-3400**

**48 Milky way
Linbro park
Gauteng**

**Delivery Times:
Delivery Monday – Friday: 08h00 - 16h00**

Please ensure consignments are properly marked: Magazine, Issue, Number of inserts / samples. Distribution: Full Print Run or specific number / area / retailer

Inserts to be delivered in boxes on pallets, securely packed and clearly marked with the name of insert, number per box, weight per box, number of boxes, name and issue of the publication.

Client contact details for queries to be supplied.

Inserts cannot be physically counted on delivery, client to ensure correct quantities supplied.



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Business Manager

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