



# 2019

RATECARD

Sunday Times

tiso blackstar  
group.



## SALES CONTACTS

<b>GM: Group Sales and Marketing</b>	Reardon Sanderson (PA Marlene Smalberger)	011 340 9336 011 280 3186	sandersonr@tisoblackstar.co.za marlenes@tisoblackstar.co.za
<b>Deputy GM: Group Sales and Marketing</b>	Eben Gewers (PA Marlene Smalberger)	011 280 5462 011 280 3186	gewerse@tisoblackstar.co.za marlenes@tisoblackstar.co.za
<b>National Sales Manager: Digital</b>	Susie White	011 280 5059	whitesj@tisoblackstar.co.za
<b>National Sales Manager: Public and Private Sector</b>	Tiny Koaho	011 280 3163	koahot@tisoblackstar.co.za
<b>Business Manager: Internationals and Private Sector</b>	Augusta Phakathi	011 280 3536	phakathia@tisoblackstar.co.za
<b>Business Manager: Education</b>	Spiwe Masarira	011 280 3230	masariras@tisoblackstar.co.za
<b>National Sales Manager: Business Titles</b>	Ian Tasman	011 280 3077	tasmani@tisoblackstar.co.za
<b>Business Manager: BDFM and Active Magazine</b>	Wendy Wright	011 280 3151	wrightw@tisoblackstar.co.za
<b>Business Manager: Money</b>	Peter Roos	021 488 1723	roosp@tisoblackstar.co.za
<b>Product Manager: BDFM &amp; Special Projects</b>	Kay Naidoo	011 280 3710	naidooka@tisoblackstar.co.za
<b>National Sales Manager: Agencies and Retail</b>	Debbie Thompson	011 340 9386	thompsond@tisoblackstar.co.za
<b>Business Manager: ST Lifestyle (Travel, Fashion, Home &amp; Food)</b>	Maryna Parsons	011 280 5981	parsonsm@tisoblackstar.co.za
<b>National Sales Manager: Legal, Classified &amp; Direct</b>	Jyoti Govind	011 280 3231	govindj@tisoblackstar.co.za
<b>Business Manager: Automotive</b>	Nina Minne	011 280 3154	minnen@tisoblackstar.co.za
<b>Cape Town Regional Manager</b>	Janine Bywater	021 488 1722	bywaterj@tisoblackstar.co.za
<b>KZN Regional Manager</b>	Verna Pillay	031 250 8563	pillayv@tisoblackstar.co.za
<b>National Administration Manager</b>	Melanie Kotze	011 280 3213	kotzem@tisoblackstar.co.za
<b>Systems Manager</b>	Jansher Khan	011 280 3204	khanj@tisoblackstar.co.za



## TECHNICAL SPECS - MAIN BODY, BUSINESS TIMES

COLUMN	BROADSHEET 10 COL	BROADSHEET 12 COL
1 Col	34 mm	30 mm
2 Col	72 mm	62 mm
3 Col	110 mm	94 mm
4 Col	148 mm	126 mm
5 Col	186 mm	158 mm
6 Col	224 mm	190 mm
7 Col	262 mm	222 mm
8 Col	300 mm	254 mm
9 Col	338 mm	286 mm
10 Col	380 mm	318 mm
11 Col		350 mm
12 Col		380 mm

Broadsheet 10 Col DPS is 54x20 (540mm in height x 790mm in width) which includes 30mm gutter

Broadsheet 12 Col DPS is 54x24 (540mm in height x 790mm in width) which includes 30mm gutter.

## LIFESTYLE MAGAZINE, TRAVEL, FOOD, HOME & FASHION, MOTORING

COLUMN	TABLOID 8 COL
1 Col	30 mm
2 Col	63 mm
3 Col	96 mm
4 Col	129 mm
5 Col	162 mm
6 Col	195 mm
7 Col	228 mm
8 Col	261 mm

Tabloid DPS is 39x16 (390mm in height x 540mm in width) which includes 18mm gutter.



## MAIN BODY, SPORTS

	<b>RATE</b> (psc/cm)
Full colour	R 1 353.00
1 Spot colour	R 1 293.00
Black & white	R 850.00
<b>MAIN BODY:</b>	
Front page solus (10x10 / 25x3)	R 270 585 / R 202 939.00
Masthead strip (2x10)	Rate + 300%
Ear space (60mm x 50mm)	Rate + 300%
Page 2 & 3 facing pages	Rate + 50%
Page 3 solus (20x10 / 54x10)	R 405 878.00 / R 1 095 870.00
Page 5	Rate + 25%
Guaranteed position	Rate + 25%
<b>SPORTS SECTION:</b>	
Masthead strip (2x10)	Rate + 100%
Back page solus (10x10)	R 202 939.00
Guaranteed position	Rate + 25%
Newsprint wrap	Rate on request

<b>DEADLINES</b>		
<b>Material Deadline</b>	<b>Cancellation Deadline</b>	<b>Contact</b>
Thursday 16h00 prior to publication.	Any cancellations after Friday prior to weekend publication, will be charged 100% cancellation fee.	Melanie Kotze (011) 280 3213
		kotzem@tisoblackstar.co.za



## BUSINESS TIMES (MONEY)

### MAIN BODY (10 COLUMNS)

**RATE** (pccm)

Full colour	R 1 018.00
1 Spot colour	R 901.00
Black & white	R 726.00

### FINANCIAL NOTICES (10 COLUMNS)

Ear space (6x2)	Rate + 300%
Front page solus (10x10)	R 203 528.00
Page 3	Rate + 50%
Page 2 & 3 facing pages	Rate + 50%
Page 5	Rate + 25%
Guaranteed position	Rate + 25%
Newsprint wrap	Rate on request

### TENDERS: (12 COLUMNS)

Legals, Tenders, Officials	
Full colour	R 945.00
1 Spot colour	R 838.00
Black & white	R 676.00



## BUSINESS TIMES (CONT.)

### AUCTIONS: (12 COLUMNS)

### RATE (psccm)

Full colour	R 594.00
1 Spot colour	R 555.00
Black & white	R 514.00

### BOOKING DEADLINE:

**Agency:** Thursday 11h00 prior to publication.

**Direct:** Wednesday 11h00 prior to publication.

### MATERIAL DEADLINE:

**Agency / Complete:** Thursday 16h00 prior to publication

**Direct:** Wednesday 16h00 prior to publication

**Cancellation:** Any cancellations after 12h00, Friday a week prior to publication, will be charged 100% cancellation fee.



## CAREERS (12 COLUMNS)

	RATE (pscm)
Full colour	R 784.00
1 Spot colour	R 751.00
Black & white	R 654.00
<b>MUNICIPALITY RATES</b>	
Full colour	R 545.00
1 Spot colour	R 520.00
Black & white	R 501.00
<b>SPECIAL POSITIONS</b>	
Ear space (5x3)	Rate + 300%
Page 1	Rate + 50%
Page 3	Rate + 25%
Page 5	Rate + 20%
Page 7	Rate + 15%
People on the Move	Rate + 10%

MATERIAL DEADLINE			
Agency/Complete	Direct	Cancellation	Contact
Thursday 16h00 prior to publication	Wednesday 16h00 prior to publication	Any cancellations after 12h00, Friday week prior to publication, will be charged 100% cancellation fee.	Melanie Kotze (011) 280 3213
			kotzem@tisoblackstar.co.za

All prices exclude VAT



## CLASSIFIED

BW

Family Announcement (per cm)

R 211.00

Classified Trade

R 302.00

Classified Legal

R 241.00

### CLASSIFIED DISPLAY (PER CM)

Black and white

R 289.00

Full colour

R 362.00

**Booking deadline:** Wednesday 16h00 prior to publication.

**Payment deadline:** Thursday 16h00 prior to publication.

Tel: 011 280 3147

Fax: 086 681 7115

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



# LifeStyle

## LIFESTYLE: FOOD, TRAVEL, FASHION, HOME, MOTORING, TV GUIDE

	<b>RATE</b> (psccm)
Full colour	R 437.00
1 spot colour	R 377.00
Black & white	R 263.00
<b>SPECIAL POSITIONS</b>	
Front page solus (10x8)	Rate + 100%
Inside front	Rate + 30%
Back page	Rate + 30%
Page 3 solus (10x8)	Rate + 25%
Page 2 & 3 facing pages	Rate + 50%
Guaranteed positions	Rate + 20%
Newsprint wrap	Rate on request
Watermark (TV Guide only)	Rate on request

### DEADLINES

Material Deadline	Cancellation	Contact
Monday 16h00, 1 working day prior to print date. <b>(Printed Tuesday prior to weekend publication)</b>	Any cancellations Friday 3 working days prior to print date, will be charged 100% cancellation fee.	Melanie Kotze (011) 280 3213
		kotzem@tisoblackstar.co.za

### SPECIAL SHAPES

	<b>RATE</b> (psccm)
L shape	Rate + 30%
U shape	Rate + 30%
T shape	Rate + 40%
Diagonal boxes	Rate + 50%

All prices exclude VAT



## SUNDAY TIMES - OPI

Option	Product	Size	PAGING						
			Up to 8	8 to 16	16 to 24	24 to 32	32 to 48	49 to 64	+65
1	Business Times Lifestyle Magazine Travel, Food, Fashion & Home	Tabloid	R 986.00	R 1 018.00	R 1 051.00	R 1 084.00	Price on request		
		A4	R 835.00	R 844.00	R 974.00	R 1 099.00			
		A5	R 1 003.00	R 1 014.00	R 1 169.00	R 1 318.00			
2	Business Times Lifestyle Magazine Travel, Food, Fashion & Home for Nov & Dec	Tabloid 115gsm +	R 1 051.00	R 1 118.00	R 1 182.00	R 1 314.00			
		A4 115gsm +	R 919.00	R 986.00	R 1 051.00	R 1 118.00			
3	Lifestyle Gloss Wrap Travel, Food, Fashion & Home	Production	TBA						
		Media Cost	R 1 153.00						
	#Sampling (Subject to approval)	Per Thousand	R 1 248.00						

**A) For spend exceeding R2,m per annum, rates will be linked to RoP contractual spend discount (excluding production costs).**

**B) For spend less than R2,m per annum, rates will be negotiated separately based on client OPI spend.**

#Difficult but can accept

All wraps to be printed by Tiso Blackstar

Production cost subject to change, based on international fluctuations

**Please note: In November and December rates are subject to a 20% loading and we cannot guarantee inserts in requested sections. In the event that the insert paper weight exceeds 115 gsm per sheet, rates will be as per Option B. Cancellation for November and December: 2 months prior to publication. Delivery of inserts is subject to change over the November and December period.**

**Contact your sales representative should you have any queries.**

Inserts Terms and Conditions can be viewed in the Specifications, Terms and Conditions document available at [www.blackstaradroom.co.za](http://www.blackstaradroom.co.za)

All prices exclude VAT

## TISO BLACKSTAR DIGITAL - TIMESLIVE & SUNDAY TIMES

### DISPLAY RATES

	CPM
1. RUN OF SITE / All sizes (728x90, 300x250, 300x600)	R 100.00
2. RUN OF SITE / High Impact (Billboard 1000x250, 300x600)	R 130.00
3. RUN OF SITE / Video Pre-Roll	R 180.00

### ADDITIONAL COST FOR LAYERING:

+ Geo targeting (we target ZA national by default)

+ Vertical targeting# (eg. Lifestyle sections)

+ Section specific

+ Viewability targeting

+ Audience targeting

#Business	Lifestyle	Entertainment	Sport	News	Motoring
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## 24 HOUR SPONSORSHIP RATE (HPTO) DESKTOP & MOBILE:

### TIMESLIVE

	RATE
250,000 impressions	R60,000

### SUNDAY TIMES

17,000 impressions	R5,000
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### ST LIFESTYLE

28,000 impressions	R8,000
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### BUSINESS TIMES\*

5,000 impressions	R2,000
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**\*Home page plus business section**

**Other sites, ad units & section takeovers: Price on Application**

**FOR MORE INFO PLEASE EMAIL**  
[whitesj@tisoblackstar.co.za](mailto:whitesj@tisoblackstar.co.za)



## CONTACTS

GAUTENG	TEL	FAX	EMAIL
Hill on Empire, 16 Empire Road, Parktown			
Main Switchboard	011 280 3000		
National Digital	011 280 5059		whitesj@tisoblackstar.co.za
National Business Titles	011 280 3077		tasmani@tisoblackstar.co.za
National Agencies and Retail	011 340 9386		thompsond@tisoblackstar.co.za
National Direct	011 280 3231		govindj@tisoblackstar.co.za
National Recruitment	011 280 3187		badimol@tisoblackstar.co.za
National Government	011 280 9587		mabelanem@tisoblackstar.co.za
National Retail	011 280 3241		valerien@tisoblackstar.co.za
National Legal and Classified	011 280 5553		naidoovas@tisoblackstar.co.za
ST Lifestyle Magazine (Travel, Fashion, Home & Food)	011 280 5981		parsonsm@tisoblackstar.co.za
CAPE TOWN			
12 <sup>th</sup> Floor, Number 2 Long Street, Cape Town			
Main Switchboard	021 488 1700		
National Agency	021 488 1722		bywaterj@tisoblackstar.co.za
National Direct	021 488 1873		ndyokop@tisoblackstar.co.za
National Retail	021 488 1710		abdurahmana@tisoblackstar.co.za
National Recruitment	011 280 3536		phakathia@tisoblackstar.co.za
National Government	021 488 1788		yanin@tisoblackstar.co.za
Business Manager (Money)	021 488 1723		roosp@tisoblackstar.co.za
KZN			
Uniprint Building, 6 Cedarfield Close, Springfield Park, Durban			
Main Switchboard	031 250 8500	086 644 0303	
National Agency	031 250 8563	086 644 0303	pillayv@tisoblackstar.co.za
National Direct	031 250 8569	086 644 0303	madelam@tisoblackstar.co.za
National Recruitment	031 250 8569	086 644 0303	madelam@tisoblackstar.co.za
National Government	031 250 8573	086 644 0303	khawulas@tisoblackstar.co.za
National Retail	031 250 8563	086 644 0303	pillayv@tisoblackstar.co.za
National Legal and Classified	031 250 8502	086 206 8387	chellanc@tisoblackstar.co.za



## TERMS AND CONDITIONS

1. Advertisements are accepted for publication in publications owned or published by Tiso Blackstar Group (Pty) Ltd subject to the following conditions:
  - a. Tiso Blackstar Group (Pty) Ltd reserves the right to withhold any advertisement from publication and to cancel any advertisement order that has been accepted.
  - b. Tiso Blackstar Group (Pty) Ltd will not be liable to the advertiser or to any other person for any loss or damages of any nature whatsoever, including indirect or consequential damages or any loss of profit or special damages of any nature whatsoever and whether in the contemplation of the parties or not, which the advertiser or any other person may suffer as a result of Tiso Blackstar Group (Pty) Ltd failure to publish, or publication on dates other than those specified by the advertiser, or any other error of any kind.
  - c. Telephonic instructions must in all cases be confirmed in writing by the advertiser.
2. Every precaution is taken to ensure the correct printing and insertion of all advertisements, but Tiso Blackstar Group (Pty) Ltd will not be held liable for any inaccuracies or omissions or for any consequence arising there from.
3. Tiso Blackstar Group (Pty) Ltd reserves the right to edit, revise or to reject — even after acceptance for publication — any advertisement deemed to be untruthful or objectionable in subject matter or wording, or unsuitable for any other reason, whether space for the advertisement has been booked in advance under order or not.
  - a. Tiso Blackstar Group (Pty) Ltd reserves the right to resize any advertisements to accommodate press constraints.
  - b. Tiso Blackstar Group (Pty) Ltd reserves the right to resize any advertisements that are not supplied according to the the booked space.
4. Tiso Blackstar Group (Pty) Ltd reserves the right to suspend an issue on any day and increase or decrease the usual number of copies without notice.
5. Space is sold to advertisers for the purpose of making announcements concerning their own business and may not be used for attacking or making comparisons with other advertisers, firms, institutions or persons.
6. The advertiser indemnifies Tiso Blackstar Group (Pty) Ltd against any claim by any third party arising out of the design, form, content, copyright infringement or other attributions of the advertisement.
7. No advertising order entitles the client to a write-up or editorial coverage.
8. All orders are subject to the availability of space. Bookings will lapse if the first insertion under order is not made within three months of the order, or if more than three months elapses between insertions.
9. The full name, street address, telephone and fax number of the advertiser must be included in advertisements asking for money or stamps to be sent to the newspaper or box number.
10. Approved accounts are payable within 30 days from date of statement, otherwise orders must be prepaid. Cash payments are required three working days prior to print date for nonaccount holders. However, in the case of pre-printed special projects, cash is required 14 days prior to publication.
11. Material deadline is two days prior to print date for all Tiso Blackstar Group (Pty) Ltd publications, with the exception of surveys and special reports.
12. Any advertising order is subject to the conditions stated herein unless specifically varied by Tiso Blackstar Group (Pty) Ltd in writing with specific reference to the advertiser's contrary documentation.
13. ACCEPTANCE AND COPY: If material is received too late for publication, the space reserved will be charged for. Copy must conform to all PRINT MEDIA ASSOCIATION requirements for the acceptance of print advertisements. The general typography of advertisements is subject to the approval of Tiso Blackstar Group (Pty) Ltd. Analogue material must be claimed within 30 days, after which no responsibility will be accepted for loss or damage to such material. Digital material can be retrieved up to three months from last date of publication.
14. No changes to advertisements appearing in Tiso Blackstar Group (Pty) Ltd publications will be accepted once publication production has commenced.
15. When new advertising rates are announced, clients who have contracts with Tiso Blackstar Group (Pty) Ltd will be entitled continue to advertise at their contract rates for 45 days after new rate is announced. The balance of their orders will be subject to the new rates. Such contracts may be cancelled on the date the new or higher rate becomes effective.
16. All cancellations must be in writing.
17. Advertisement orders are not accepted for periods longer than 12 months.
18. A 50% cancellation fee will be incurred for all special position bookings cancelled within 30 days of scheduled publication.
19. Any agreement purporting to vary the terms of these conditions or any consensual cancellation shall not be valid unless reduced to writing and signed by both the advertiser and Tiso Blackstar Group (Pty) Ltd.
20. If any amount due and payable by the advertiser is not paid within the agreed term, the advertiser will be liable for interest at the maximum rate permitted by law. Such interest will be calculated and paid monthly in advance. If the interest is not paid as aforesaid, the interest will be added to the principal sum, and the whole amount will form the principal debt, which will bear interest as described.
21. In the event of Tiso Blackstar Group (Pty) Ltd instructing attorneys to collect from the advertiser an amount owing to Tiso Blackstar Group (Pty) Ltd, the advertiser agrees to pay all costs on the scale as between attorney and own client, including collection charges.
21. No relaxation or indulgence granted to the advertiser by Tiso Blackstar Group (Pty) Ltd, at any time, will be deemed to be a waiver of any of Tiso Blackstar Group (Pty) Ltd rights interms hereof. Such relaxation or indulgence will not be deemed a novation of any of the terms and conditions.
22. Any insertion that carries "formed advertising" or representing any form of "sponsorship advertising" or company profile will be subject to approval by Tiso Blackstar Group.