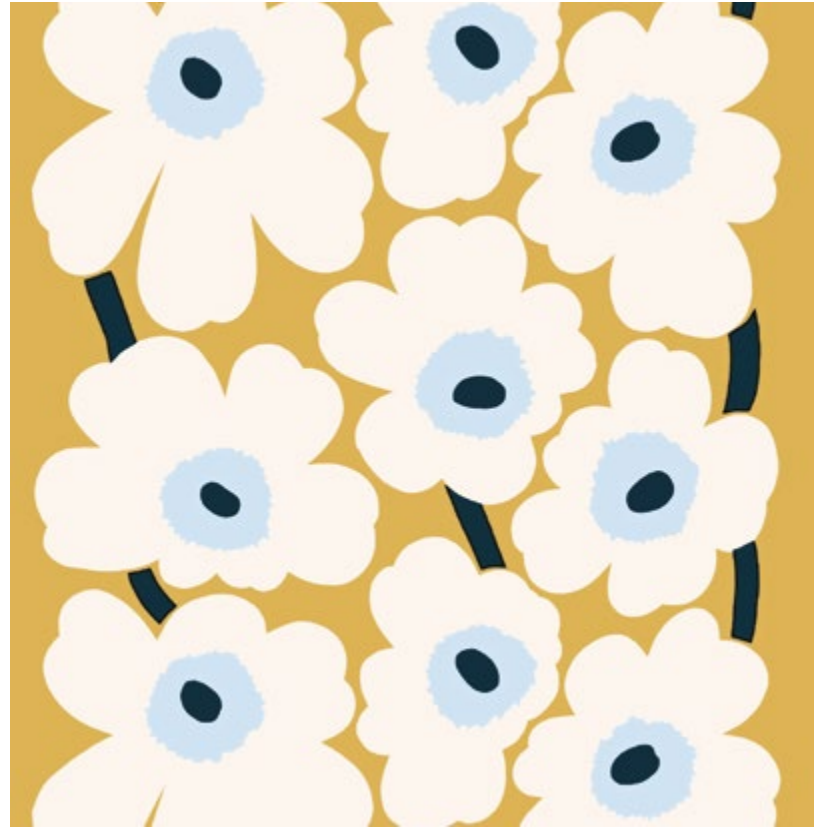




Sunday Times
THE EDIT

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
man

MEDIA KIT
2019

INTRO



The **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.

SHARON BECKER

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**DIGITAL
AUDIENCE**



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

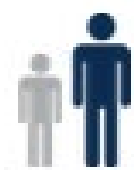
Average page views per month: **514 113**

OUR NETWORK

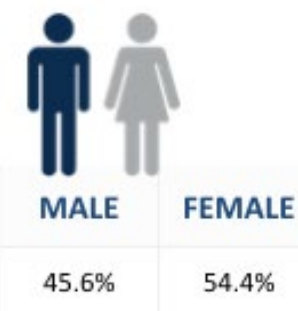
The Sunday Times Lifestyle section sets the trend in SA when it comes to matters of food, travel, fashion, books, health, sex, home and gardening, and much more. It includes content from The Edit magazine.



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%



	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

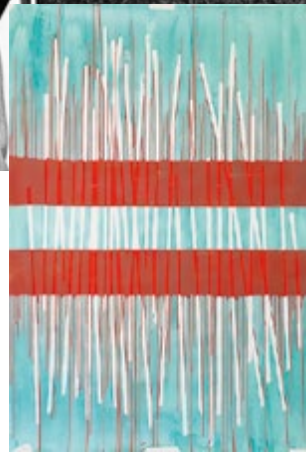
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CONTENT BREAKDOWN 2019

SPORT



GROOMING



ART

POLITICS



OPINION

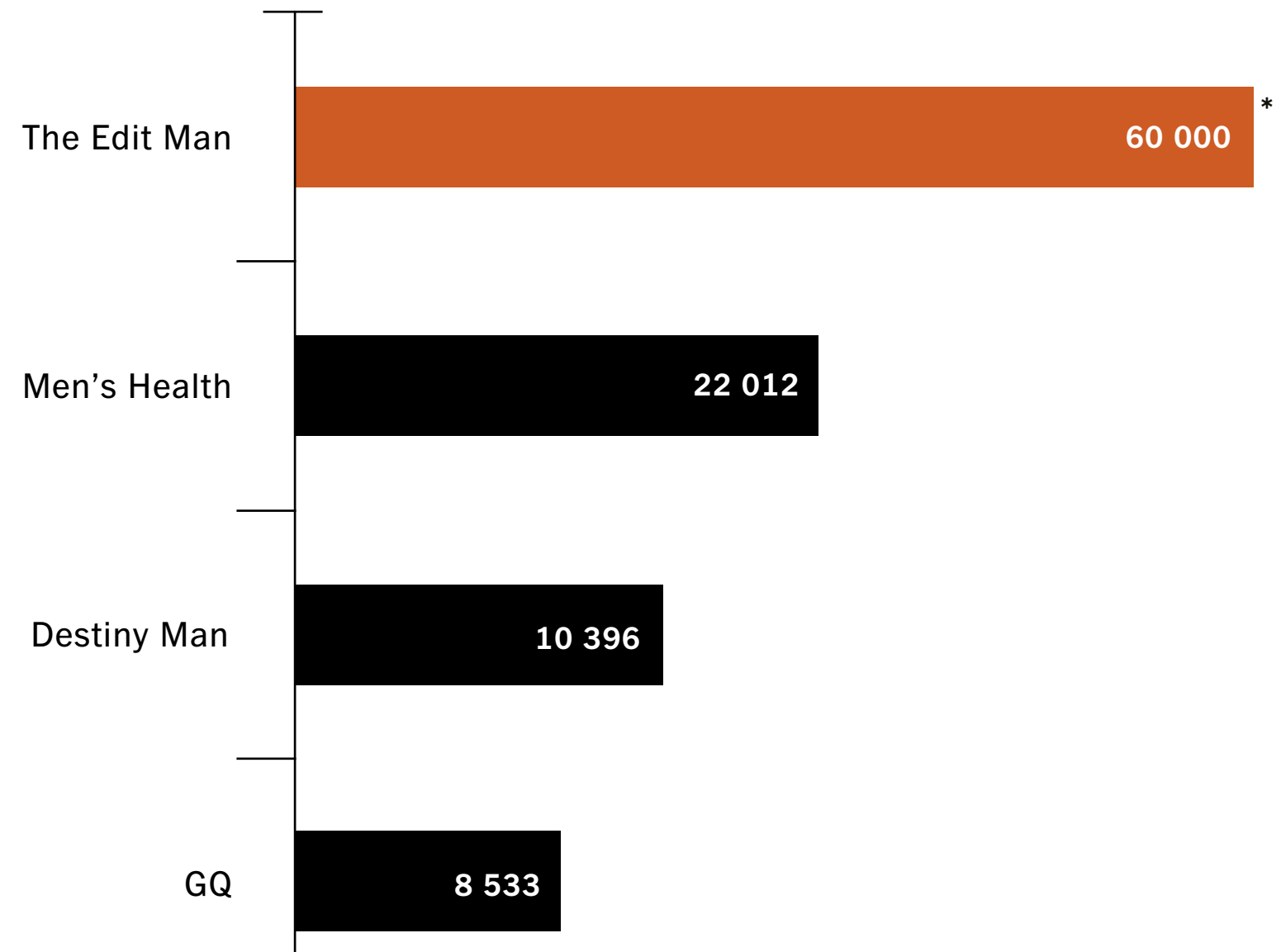


FASHION



PURSUIITS





SOURCE: ABCs APRIL-JUNE 2018 — PAID COPIES ONLY
* PRINT ORDER

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THEMES AND PUBLICATIONS 2019

Sunday Times
the edit man

MEDIA KIT 2019: THEMES & PUBLICATIONS

9 June 2019



**AUTUMN/
WINTER**

18 August 2019



SPRING

17 November 2019



SUMMER

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.

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Sun 18 Aug 2019

BELOW THE LINE

ABOVE THE LINE

MATERIAL

Wed 24 July 2019

Wed 31 July 2019

Thurs 8 August 2019

The unsurpassed popularity of The Edit Man, both with our readers and our partners in the industry, has resulted in our decision to increase our frequency in the new year by introducing a third edition. Onwards and upwards!

CALENDAR 2019

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9 June 2019	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	1 May 2019	8 May 2019	17 May 2019
18 August 2019	BELOW THE LINE	ABOVE THE LINE	MATERIAL
	Wed 24 July 2019	Wed 31 July 2019	Thurs 8 August 2019
17 November 2019	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	16 October 2019	23 October 2019	1 November 2019

CALENDAR 2019

ADVERTISING RATES

ADVERTISING RATES

Rates INCLUDE agency commission and EXCLUDE VAT

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

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.



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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 300dpi. 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%

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).

Repeat adverts

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

Material delivery

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



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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