



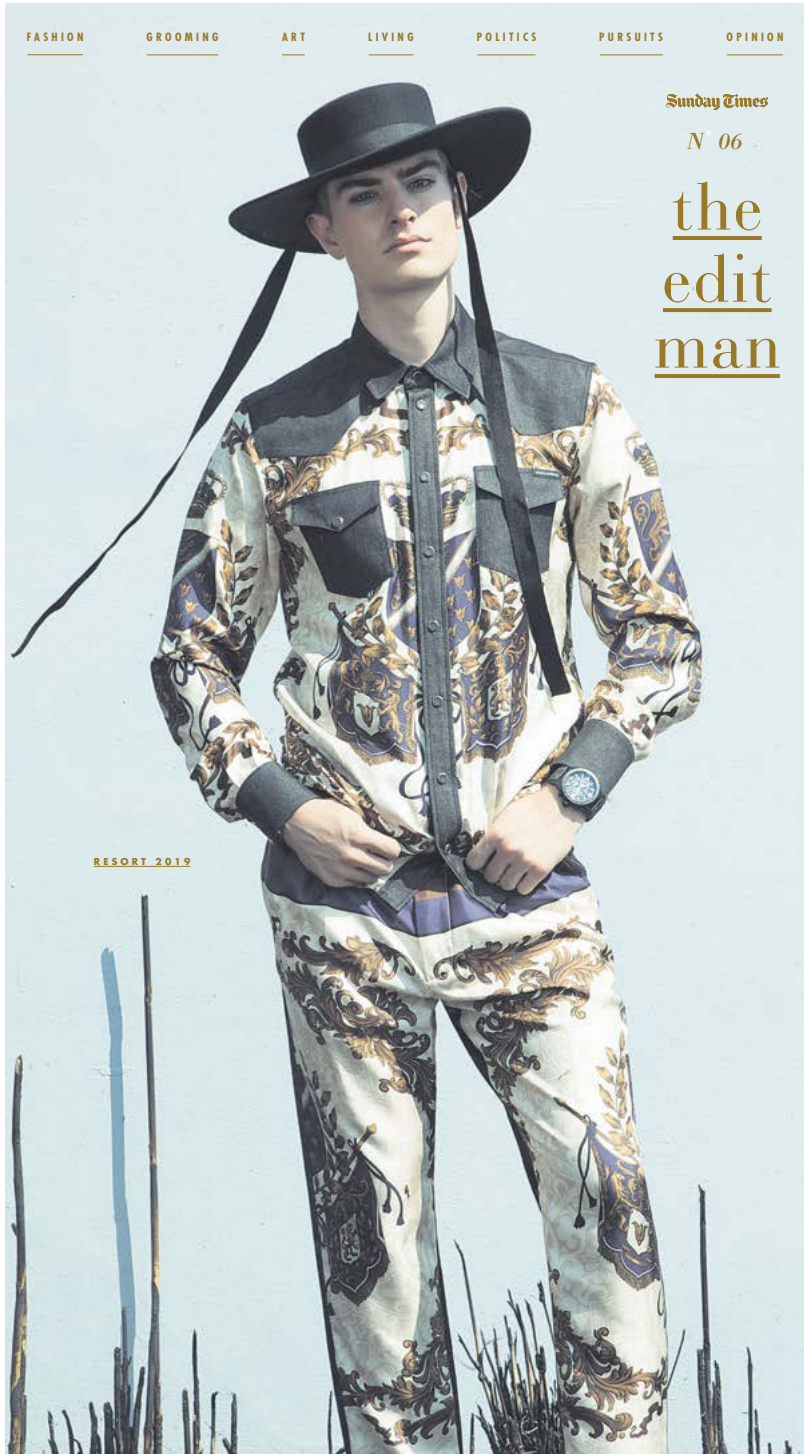
Sunday Times

MEDIA KIT 2020

the
edit
man



COVERS	2
INTRODUCTION	3
CONTENT BREAKDOWN	4
THEMES AND PUBLICATIONS	5
COMPETITORS AND CIRCULATION	6
PRINT AUDIENCE	7
CALENDAR	8
ADVERTISING RATES	9
ADVERTISING SPECIFICATIONS	10
INSERT RATES	11
DELIVERY DETAILS	12
DIGITAL AUDIENCE	13
THE EDIT MAN ONLINE	14
PACKAGE DETAILS	15
PACKAGE OPTIONS	16
ADVERTISING CONTACTS	18



A man with short dark hair, wearing an orange button-down shirt and a watch, is shown from the chest up. He is looking slightly to the left. The background is a solid teal color. The word 'INTRO' is written vertically in large white letters over the man's shoulder.

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 ARMSTRONG

EDITOR: THE EDIT
EMAIL: ARMSTRONGS@ARENA.AFRICA
CELL: +27 (0)83 687 2100

ASPASIA KARRAS

PUBLISHER: THE EDIT
EMAIL: KARRASA@ARENA.AFRICA
CELL: +27 (0)82 556 9070

CONTENT
BREAKDOWN
2020

POLITICS

GROOMING

FASHION

SPORT

OPINION

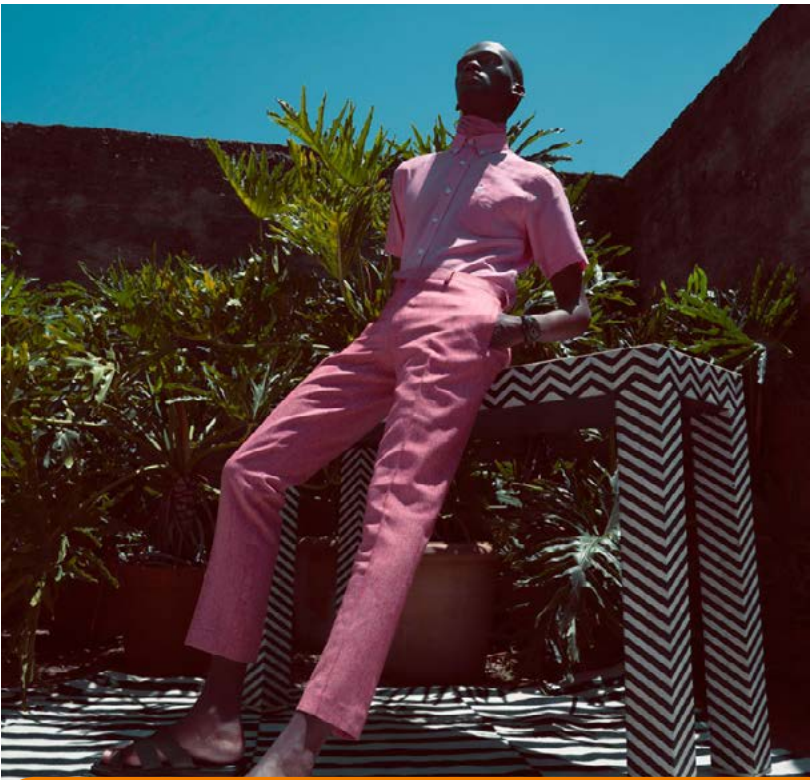
THEMES AND
PUBLICATIONS
2020

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.



APRIL

AUTUMN/
WINTER



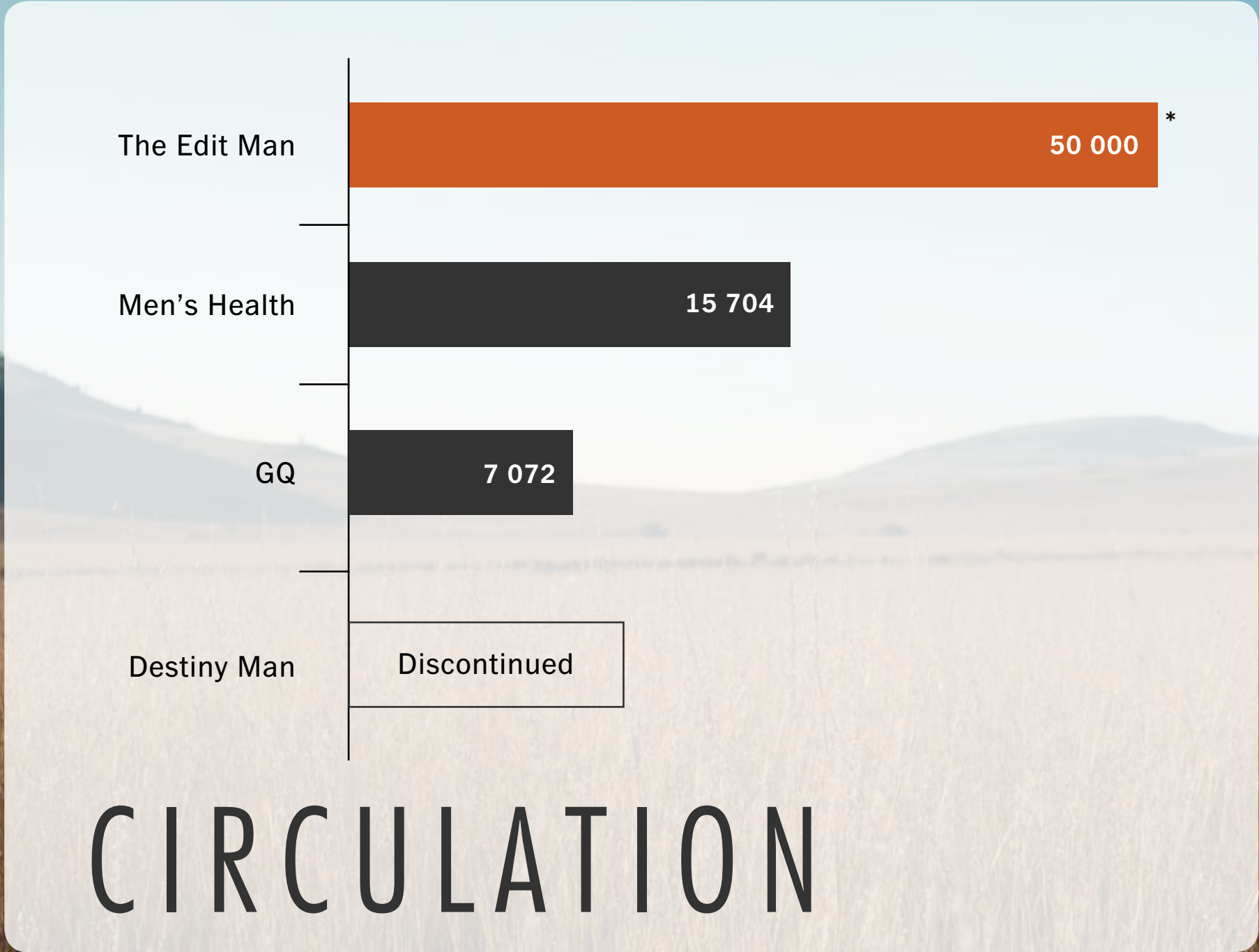
AUGUST

SPRING/



NOVEMBER

SUMMER



SOURCE: ABCs JUL-SEP 2019 — PAID COPIES ONLY
* MINIMUM PRINT ORDER

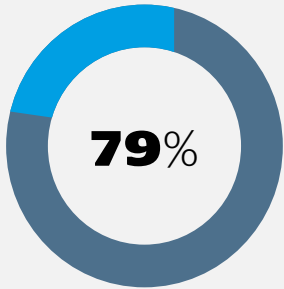
PRINT
AUDIENCE

PRINT ORDER

50 000

ESTIMATED READERSHIP

162 000



SEM 8 - 10

AVERAGE
AGE
40 years

51%
WORKING

87%
ARE
BANKED

75%
MATRIC OR
HIGHER
EDUCATION



SOURCE: PAMS 2018

CALENDAR
2020

	BELOW THE LINE	ABOVE THE LINE	MATERIAL
19 APRIL	18 MARCH 2020	25 MARCH 2020	03 APRIL 2020
23 AUGUST	29 JULY 2020	05 AUGUST 2020	07 AUGUST 2020
15 NOVEMBER	21 OCTOBER 2020	28 OCTOBER 2020	30 OCTOBER 2020

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!

ADVERTISING RATES

ADVERTISING RATES

Rates **INCLUDE** agency commission and **EXCLUDE VAT**

FULL PAGE FULL COLOUR	R53 294
DOUBLE PAGE SPREAD	R106 588
HALF PAGE	R31 976
OPENING DOUBLE PAGE SPREAD	R127 906
SECOND DOUBLE PAGE SPREAD	R117 246
FULL PAGE NEXT TO CONTENTS	R58 624
FULL PAGE NEXT TO ED'S LETTER	R58 624
INSIDE BACK COVER	R58 624
OUTSIDE BACK COVER	R63 952

ADVERTORIAL RATES

PARTNERSHIPS/ADVERTORIAL RATES
Rates, as above, but **EXCLUDE** agency commission and **EXCLUDE VAT**
Extended photo usage will be quoted as requested
100% cancellation fee applies should any cancellation be made after booking deadline



ADVERTISING SPECS

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



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.**



RATES 2020

BOUND IN

* Applicable to saddle stitched: price custom quoted on request depending on insert

Single item (2 pages)	R775 per 1000
4 to 8 pages	R890 per 1000
12 to 24 pages	R1 068 per 1000
25 and above	Price quoted on request

LOOSE INSERTS

Single item (2 pages)	R672 per 1000
4 to 12 pages	R968 per 1000
12 to 24 pages	R1 162 per 1000
25 and above	Price quoted on request depending on insert

SPOT GLUE

Cover Mount (Supplied)	R842 per 1000
Cover Mount (Printing)	Price on request
Items spot-glued onto a specific page	R1 098 per 1000

BELLY BAND

Around section inside the magazine (vertical or horizontal)	R2 268 per 1000
Around outside of magazine	R1 424 per 1000

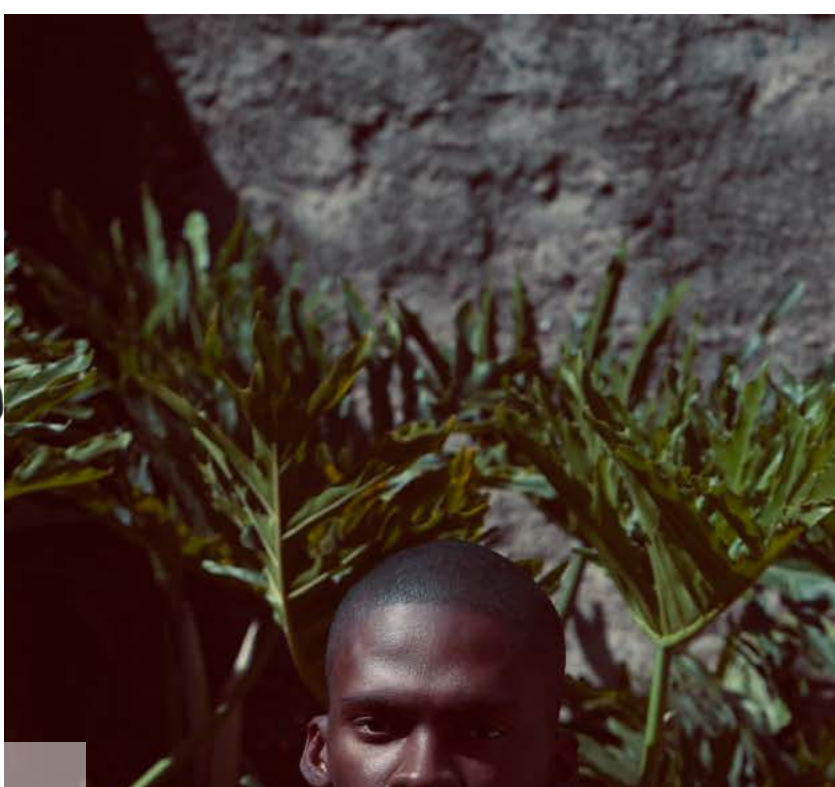
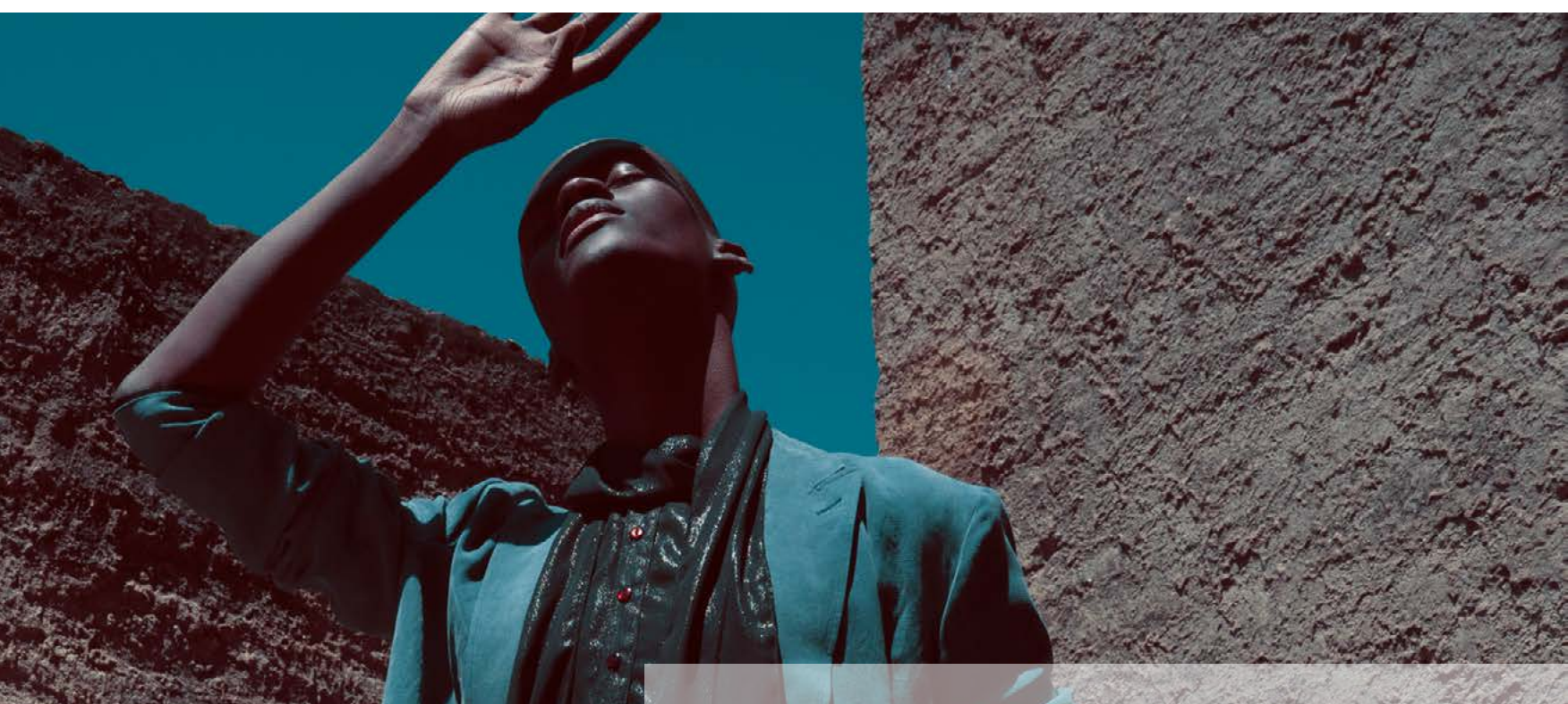
BOOKMARK & RIBBON

Paste ribbon on specific page with round sticker and placement of bookmark between specified pages	R1 685 per 1000 (bookmark printing costs on request)
--	---

BAGGING

Insert of magazines into bag and seal	R1 350 per 1000
---------------------------------------	-----------------

**INSERTS: All inserts incl. Agency Commission
Note: All inserts are subject to approval by the media owner before insertion*



Delivery

Details

DELIVERY DETAILS FOR INSERTS/SAMPLING

ATTENTION: EMMAH BENZELO, SEELAN GOVENDER & DUDLEY WOOD
Novus Print
Unit 1
83 Heidelberg Road
City Deep
JHB
Tel no: (011) 703-2666

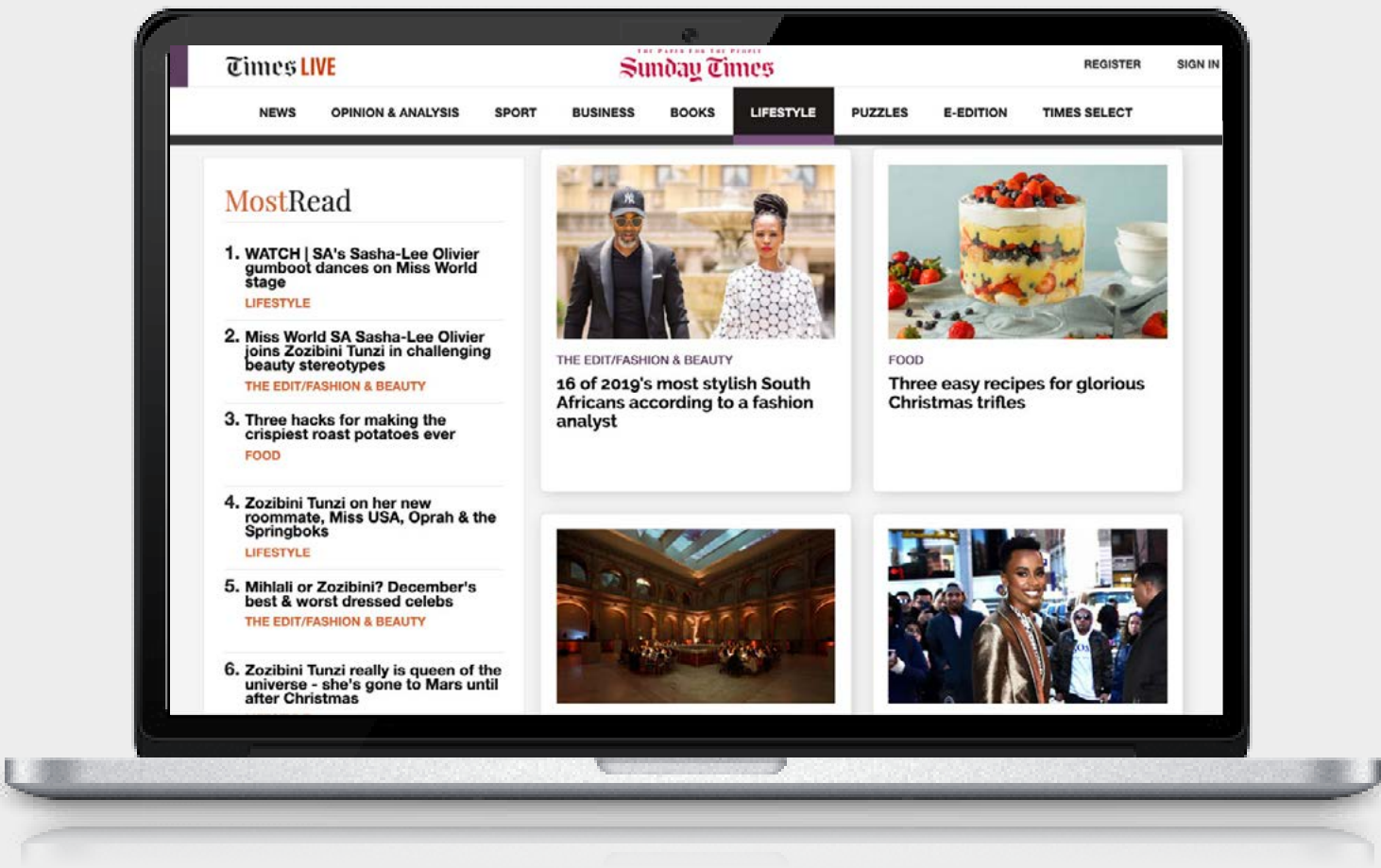
Delivery Times:
Monday - Friday
08h00 - 16h00

Please ensure consignments are properly marked with the below:

- Magazine, Issue with 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 publication
 - Client contact details for queries to be supplied.
- NOTE: Inserts cannot be physically counted on delivery; client to ensure quantities supplied.

the edit man TIMESLIVE

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. The Edit Man content can be found in the Lifestyle section on our TimesLIVE site.



the edit man
TIMESLIVE

Average unique browsers per month:

930 856

Average page views per month:

1 464 128

GENDER SPLIT



46% 54%

DEVICES USED



80% 15%

AVG. TIME
ON PAGES



1:34

Timeframe: July to September 2019 (Data provided reflects the average for this period)
Source: Narratiive & Google Analytics
©2019 Arena Africa

TRAFFIC SOURCE	
Source	Users (% of Total)
Organic / Search	32.3%
Social	25.2%
Direct	21.0%
Display	6.4%
Other	15.1%

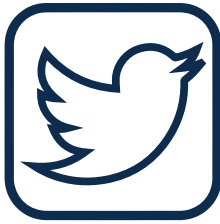
AGE BREAKDOWN	
Age Group	Users (% of Total)
18 - 24	5.3%
25 - 34	26.9%
35 - 44	22.4%
45 - 54	17.1%
55 - 64	13.6%
65+	14.8%



93 300



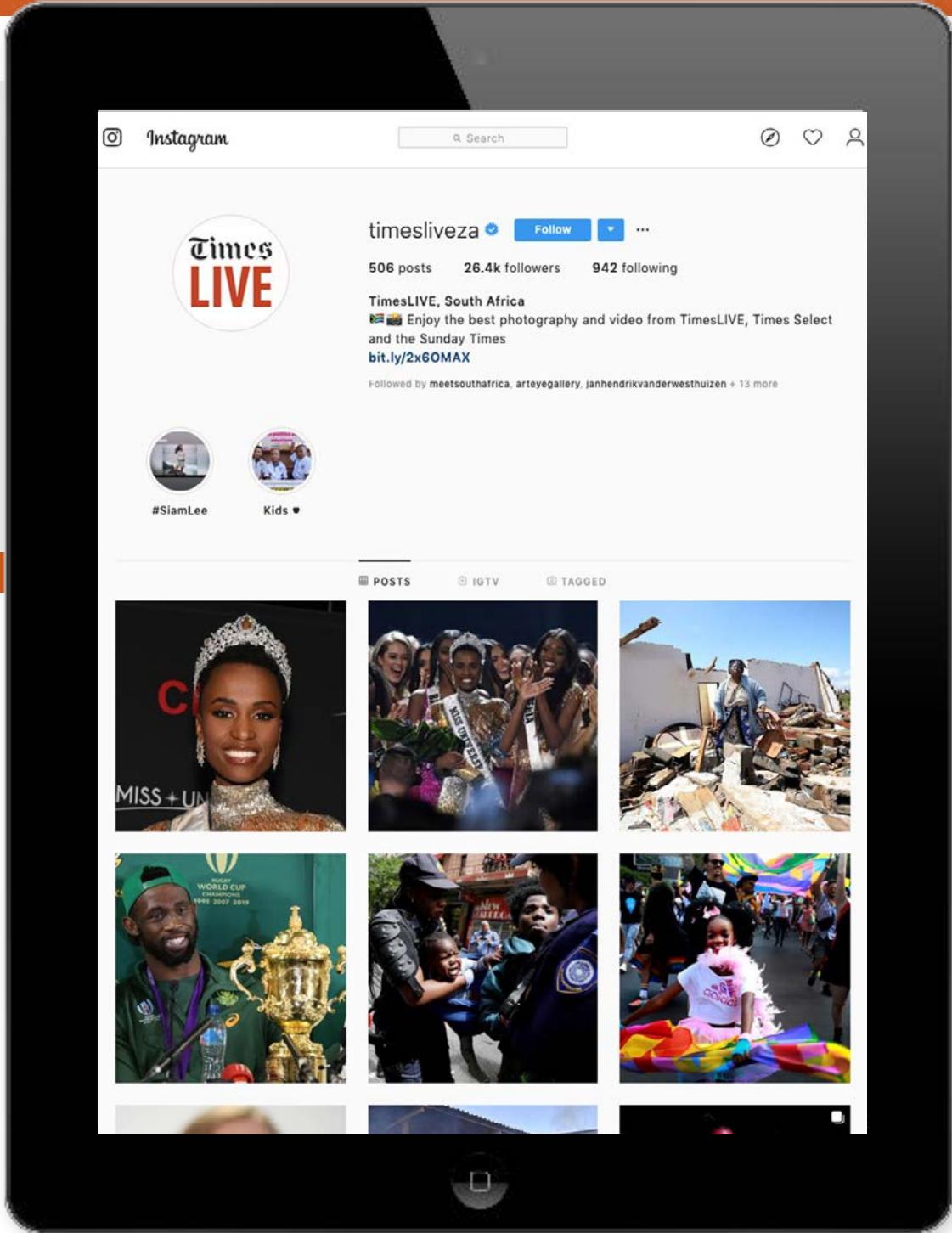
1 328 551



1 260 000



26 400



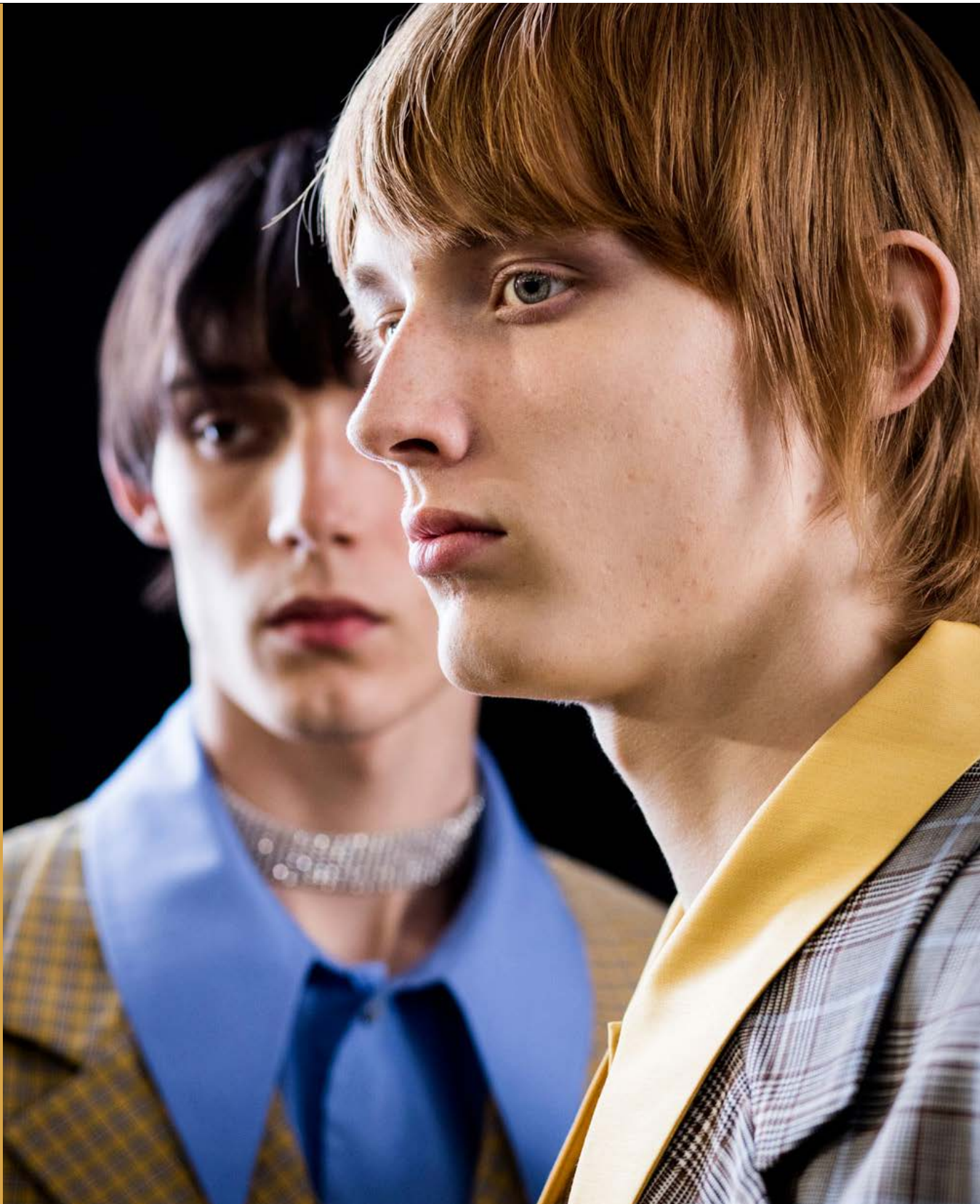
PACKAGE DETAILS



NATIVE CONTENT HOSTING AND PROMOTION

- One week of promotion for client-provided content.
- We require a main header image for each article and any additional in-article images.
- We can embed videos where available (YouTube links or video file).
- Content is on the The Edit/Edit Living Lifestyle page on TimesLIVE.
- Content is promoted on home page (1 day) and in the Lifestyle section (1 week) as a main article feature.
- 1 Facebook boosted post on TimesLIVE.
- 2 tweets on TimesLIVE - leading readers back to the article page.
- One Instagram post/story is included in the package at the editor's discretion.
- Promotion is for one week only, but the article page remains in our digital archive and can be used by clients in their own promotions.
- Note that we can consult regarding best content, or be briefed to create content for clients.

PACKAGE ONE



ONE WEEK

One week’s hosting of a client-provided native content article with accompanying image or up to four images. Can include up to two embedded videos.

Value: R17 500. Package offer: R10 000.

One week of 100% sponsorship/ownership on the The Edit Man Online page with all ad space including background skin.

Value: R25 000. Package offer: R12 500.

One Facebook post for the week on TimesLIVE, linking back to the The Edit Man native article.

Value: R6 000. Package offer: R3 000.

One tweet for the week on TimesLIVE, linking back to the to the The Edit Man native article.

Value: R5 000. Package offer: R2 000.

A free Instagram post for the week to TimesLIVE Online followers, at the editor's discretion.

TOTAL VALUE:	R53 500
---------------------	----------------

TOTAL PACKAGE OFFER:	R27 500
-----------------------------	----------------

PACKAGE TWO



TWO WEEKS

- Two weeks hosting of a client-provided native content article with accompanying image or up to four images. Can include up to two embedded videos.
Value: R17 500. Package offer: R10 000.
- Two weeks' of 100% sponsorship/ownership on the The Edit Man Online page with all ad space including background skin.
Value: R50 000. Package offer: R25 000.
- Two Facebook posts for each week on TimesLIVE, linking back to the The Edit Man native article.
Value: R12 000. Package offer: R6 000.
- Two tweets for each week on TimesLIVE, linking back to the to the The Edit Man native article.
Value: R10 000. Package offer: R4 000.
- A free Instagram post each week to TimesLIVE Online followers, at the editor's discretion.

TOTAL VALUE:	R89 500
--------------	---------

TOTAL PACKAGE OFFER:	R45 000
----------------------	---------

CONTACTS

YVONNE SHAFF

Business Manager

Email: shaffy@arena.africa

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

LETITIA LOUW

Account Manager, Gauteng

Email: louwletitia@arena.africa

Cell: +27 (0)83 454 1137

SAMANTHA PIENAAR

Account Manager, Cape Town

Email: pienaars@arena.africa

Cell: +27 (0)82 889 0366

GINA VAN DE WALL

Account Manager, KwaZulu-Natal

Email: vdewallg@arena.africa

Cell: +27 (0)83 500 5325

JAMIE KINNEAR

Advertising Co-ordinator

Email: kinnearj@bdfm.co.za

Direct: +27 (0)11 280 3183

