

Sunday Times
LifeStyle

MEDIA KIT
2020

CONTENTS

Note from the Editor	1
Lifestyle Audience	2
Digital Audience	3
Content Breakdown	4
Lifestyle Sections: Fashion & Beauty	5
Lifestyle Sections: Food & Drink	6
Lifestyle Sections: Travel	7
Lifestyle Sections: Home	8
Lifestyle Sections: Books	9
Lifestyle Sections: Reviews	10
Lifestyle Sections: Motoring	11
2020 Special Editions	12
Special Editions	14
Special Projects	15
Rates & Specifications	16
Advertising Opportunities & Events	17
Sunday Times Lifestyle Contacts	20





ED's note



Sunday Times Lifestyle is an established, much-loved, Sunday supplement that provides an upbeat, intelligent and insightful break from the main body of the newspaper. Aimed at a wide demographic that includes all South Africans, Lifestyle speaks to a range of readers who love the variety of fun and in-depth stories in our pages. We give our readers backstage access to the best entertainment stories and offer them great book reviews as well as series and movie reviews, the inside track on the art world, a quirky take on pop culture and profiles of interesting humans from all walks of life. All this is supplemented by humorous columns that offer an unusual take on the way South Africans experience the world. There are fun facts, figures and graphics and surprising things we've discovered. Our photographers do an amazing job of visually capturing stories from around the country for readers to enjoy in their homes.

ANDREA NAGEL
SUNDAY TIMES LIFESTYLE EDITOR
EMAIL: NAGELA@ARENA.AFRICA
CELL: +27 83 4588199 | TEL: +27 (0) 11 280 5674

LIFESTYLE audience

CIRCULATION

220 857

AVERAGE ISSUE
READERSHIP (AIR)

2 704 000

EXCLUSIVE
READERSHIP

1 217 000
(45%) READ NO OTHER
WEEKEND NEWSPAPER

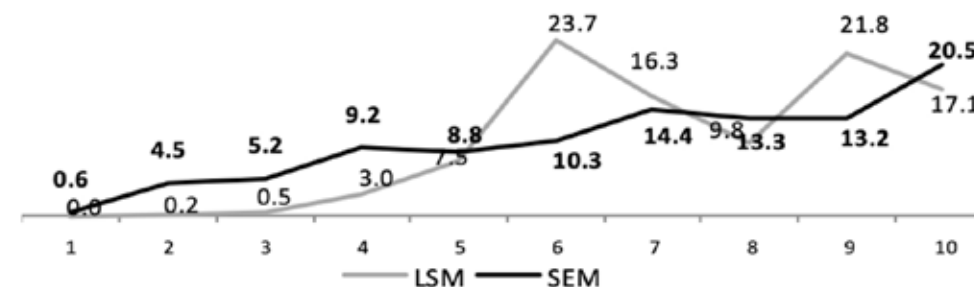
Demographics

Gender

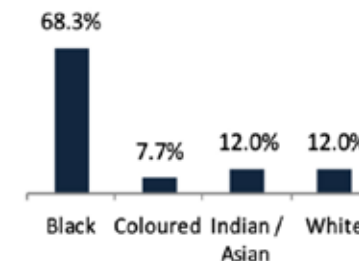


- 75% LS readers use a **smartphone** most often
- 90% LS readers are **banked**
- 35% use/maintain/ own a **motor vehicle**
- 96% live in a house / cluster / townhouse
- 69% have pay TV subscription

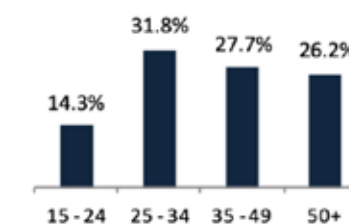
37% have matric
34% have matric plus
52% work full-time or part-time
Marital status
Married 38%
Single 44%



Population Group



Age



Province	Percentage	Community size
Gauteng	33%	
KwaZulu-Natal	18%	
Western Cape	9%	
Eastern Cape	11%	
Mpumalanga	13%	
Free State	4%	
Limpopo	7%	
Northern Cape	1%	
Johannesburg	19%	Metro
Ekurhuleni	8%	Urban
Cape Town	8%	Rural
Tshwane	4%	
eThekweni	10%	
Mangaung	3%	
Nelson Mandela Bay	1%	
Buffalo City	6%	

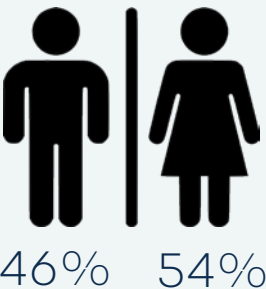
Household income	Total	Lifestyle
R 0 - 4 999	42%	26%
R 5 000 - 9 999	27%	22%
R 10 000 - 19 999	18%	24%
R20000+	13%	29%

SUNDAY TIMES LIFESTYLE GLOBAL DIGITAL AUDIENCE

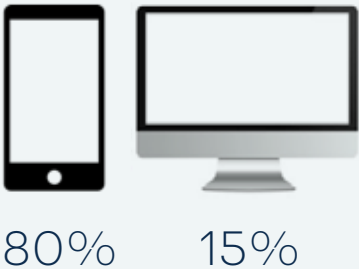
Average unique browsers per month:
Average page views per month:

930 856
1 464 128

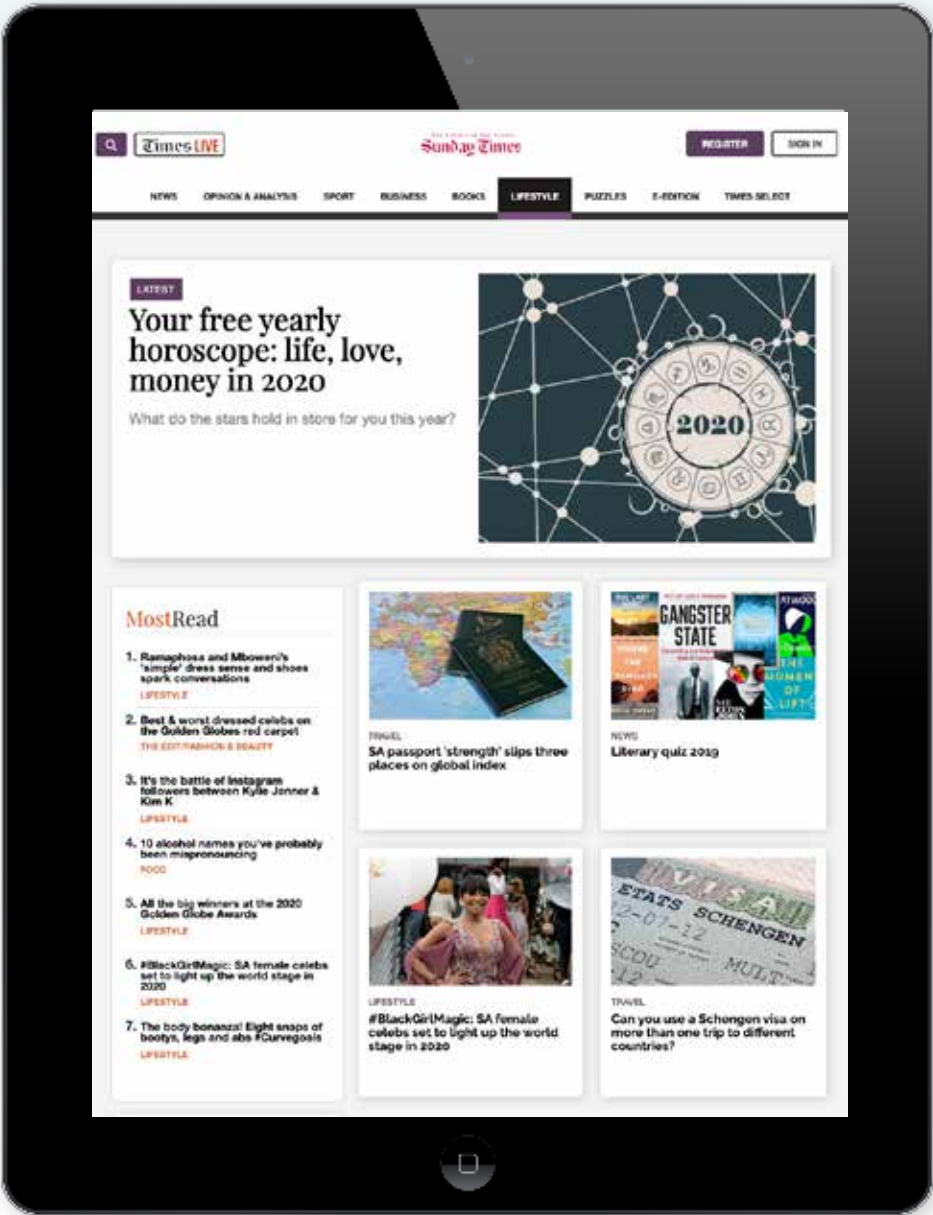
GENDER SPLIT



DEVICES USED



AVG. TIME
ON PAGES



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%

Timeframe:
July to
September 2019
(Data provided
reflects the average
for this period)

Source: Narratiive &
Google Analytics
©2019 Arena Africa

lifestyle

SECTIONS



FOOD & DRINK



FASHION
& BEAUTY



TRAVEL



HOME



BOOKS



REVIEWS



MOTERING

lifestyle

SECTIONS

FASHION & BEAUTY

FASHION DIRECTOR

SHARON ARMSTRONG

TEL: 011 280 5214 | CELL: 083 687 2100

EMAIL: ARMSTRONGS@ARENA.AFRICA

BEAUTY EDITOR

NOKUBONGA THUSI

TEL: 011 280 3236 | CELL: 083 707 1467

EMAIL: NOKUBONGAT@ARENA.AFRICA



Our Fashion & Beauty section provides the alternative guide to what is new and hot on the South African and International fashion and beauty scene.

It is a fun, inspiring and credible read for the fashionistas and beauty lovers across the country. At a time when there's a plethora of brands out there, we cut through the clutter to bring a brilliantly

curated, always on-trend and up-to-the-minute mix of hot shopping, beautiful shoots and breaking news.

We give readers a dose of inspiring, highly visual content that shows them exactly what's new in store every week. We feature shopping, snappy Q&As with industry players, local and international fashion news.

Beauty focus: new products, tips and tricks, colour trends and advice for all budgets.

Bespoke campaigns: Custom design campaigns including concept, styling, shoot, page design and make up available for brand/product launches.



lifestyle SECTIONS

FOOD & DRINK

FOOD EDITOR

HILARY BILLER

TEL: 011 280 5964 | CELL: 083 297 7932

EMAIL: BILLERH@SUNDAYTIMES.CO.ZA



Informative, vibrant and highly visual, Food & Drink is a dedicated section of Lifestyle designed to celebrate and share the joy of food.

Fully embracing the global trend toward food as entertainment and recreation, we reflect this food fascination with gusto and an insatiable appetite.

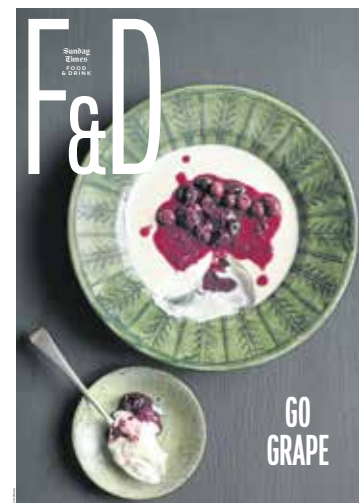
Every week, we serve our readers the freshest take on good food, giving advertisers the opportunity to speak to a large newspaper audience in a magazine-style format.

We cover the seasons, special events and holidays with a non-stop feast that includes something for everyone, from

the home cook to the accomplished entertainer **Plus** the most entertaining restaurant reviews in town.

Bespoke campaigns:

Custom design campaigns, including concept, styling, shoot, page design and layout with recipes available for brand product.



lifestyle

SECTIONS

TRAVEL

TRAVEL EDITOR
ELIZABETH SLEITH
TEL: 011 280 5117 | CELL: 083 336 3546
EMAIL: SLEITHE@SUNDAYTIMES.CO.ZA



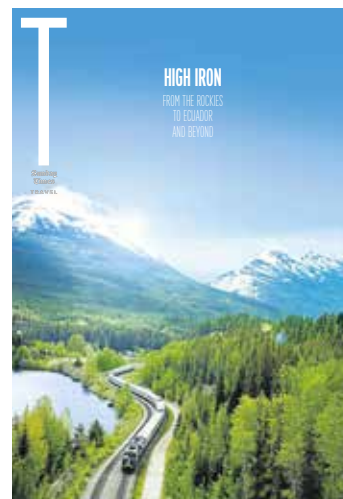
Travel has one desired destination – to be the definitive weekly guide to the best in South African and international travel.

The original Sunday Times Travel earned its reputation as the best and most widely read travel publication in the country.

Travel continues that journey by providing extensive, insightful coverage of both popular and unusual local and international destinations, providing an exciting mix for actual travellers, people who want to travel, and armchair travellers.

Bespoke campaigns:

Custom designed campaigns including editorial written by our travel editor with page design and layout available for brands.



lifestyle

SECTIONS

HOME

DÉCOR DIRECTOR

LEANA SCHOEMAN

TEL: 011 280 3197 | CELL: 083 468 1911

EMAIL: LEANAS@SUNDAYTIMES.CO.ZA



In 2020 Sunday Times Home will continue to celebrate living here and now with an inspiring weekly dose of the latest happenings within the world of local and international home décor, design, interiors and

gardening that will inspire you to make the world around you a more beautiful place to live in.

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.



lifestyle

SECTIONS

BOOKS

SUNDAY TIMES BOOKS EDITOR

JENNIFER PLATT

TEL: 011 280 3652 | CELL: 073 591 7787

EMAIL: PLATTJ@ARENA.AFRICA

CONTRIBUTING BOOK EDITOR

MICHELE MAGWOOD

TEL: 011 340 9635 | CELL: 083 253 1730

EMAIL: MAGWOODM@ARENA.AFRICA

SUNDAY TIMES BOOKS DIGITAL EDITOR

MILA DE VILLIERS

TEL: 011 280 5357 | CELL: 078 182 1389

EMAIL: MILA@BOOK.CO.ZA



Books are a vital part of the Sunday Times DNA. The newspaper's readers are curious, educated and worldly and the books section caters to them with content that sparks conversations and showcases the very best writing locally and internationally.

Each week we present a range of book reviews, author interviews and extracts from current titles, making the section

a destination read for book lovers and a standout component of the Lifestyle and TimesLive mix.

Sunday Times Books Online

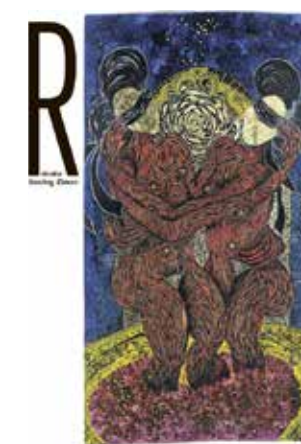
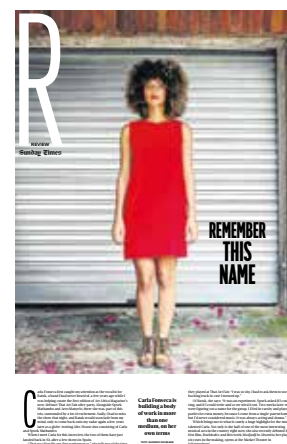
Provides up-to-the-minute coverage of creative and authoritative content, as well as details of book events and industry news. We create podcasts of the most interesting interviews and stage live author events.

The books team also convenes the annual **Sunday Times Literary Awards**, which are the most prestigious on the African continent. The winners of the Alan Paton Award and the Barry Ronge Fiction prize represent the gold standard of writing and are an important reflection of the state of the nation.



lifestyle SECTIONS

REVIEWS



Keeping up with the latest movies, series, documentaries, music, art, cars, concerts, festivals, local and visiting stars is what review is all about.

Entertainment is a big part of our lives and we're inundated with endless series, films, art shows and albums.

Our writers sift through the noise to give the reader expert critical analysis of the most important current popular culture.

This helps our audience make choices of how to best to spend their precious downtime.

lifestyle

SECTIONS

MOTORING

MOTORING WRITER

THOMAS FALKINER

TEL: 011 280 5078 | CELL: 078 355 7028

EMAIL: FALKINERT@SUNDAYTIMES.CO.ZA



Sunday Times Motoring is a monthly section focused on all-things automotive, from luxury rides to high-revving bikes, motorsport and monster trucks.

Every last week of the month, Sunday Times subscribers have the pleasure of

enjoying automotive lifestyle focused content for the people.

The monthly take on South Africa's motoring industry is delivered with gusto. Experts provide their views on such subjects as vehicle maintenance options etc.

Profiles of brands and personalities are also featured frequently allowing for a holistic take on South Africa's car park. Our motoring man Thomas Falkiner is to cars what Trevor Noah is to comedy.



2020

SPECIAL
EDITIONS

JANUARY
BETTER YEAR

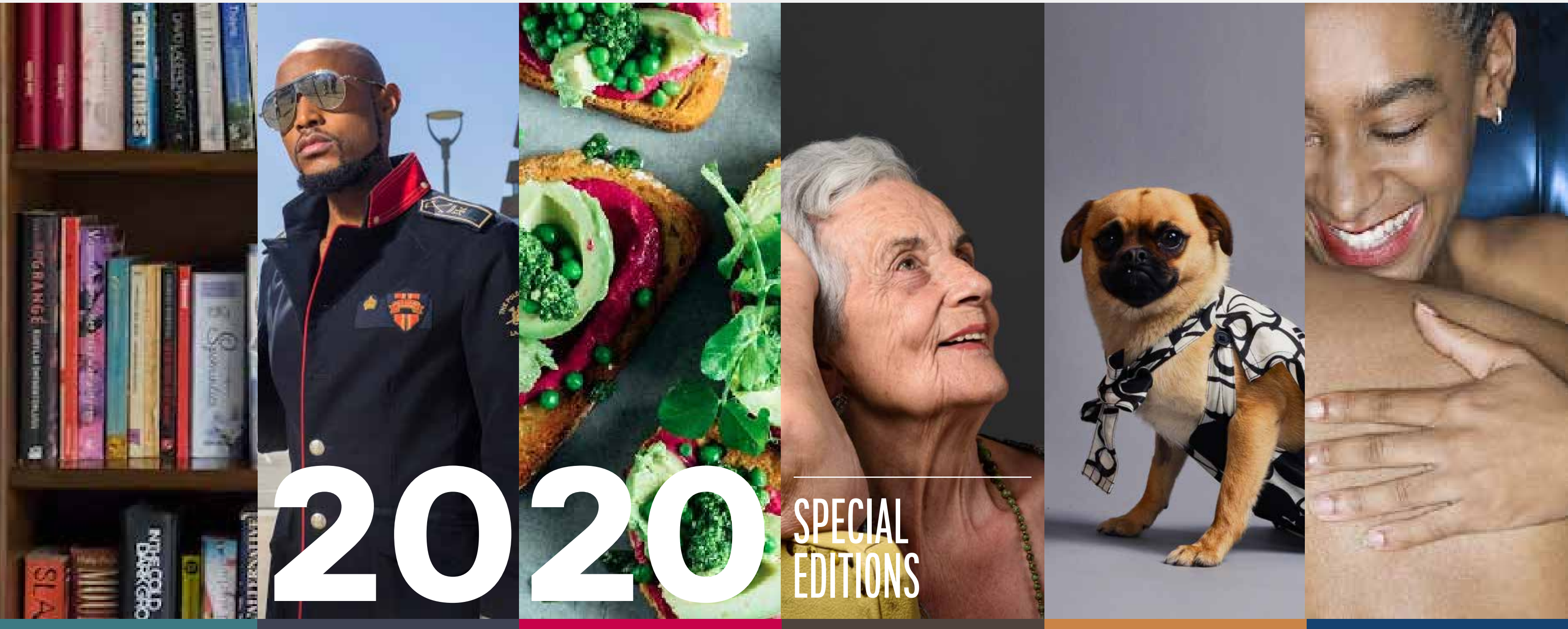
FEBRUARY
GIVE LOVE BACK

MARCH
WATER

APRIL
420 CBD

MAY
FUTURE

JUNE
YOUTH



JULY
BOOKS:
FICTION ISSUE

AUGUST
MEN

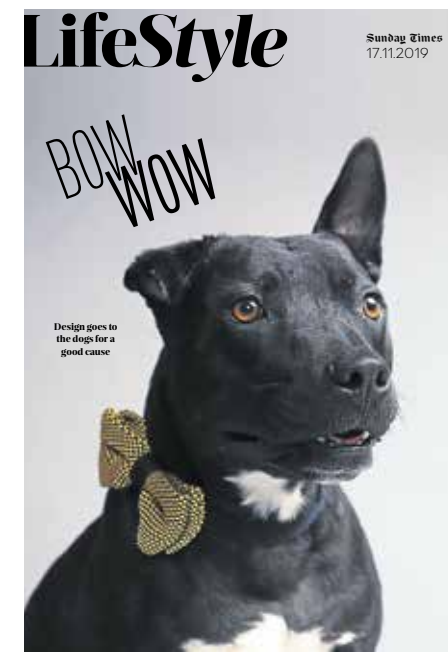
SEPTEMBER
FOOD

OCTOBER
AGE

NOVEMBER
PETS

DECEMBER
SEX ISSUE

SPECIAL EDITIONS



In addition to our varied, topical content, Lifestyle produces a number of special editions each year to highlight interests we believe apply to readers of every demographic throughout the country. Some of these issues take the form of a survey which encourages direct participation from our readers and gives us and our advertisers valuable (anonymous) data to utilize. An example of such a survey is our Sex Edition which we run in December and takes the form of an online questionnaire. We publish the

results in a thought-provoking, interesting article alongside similarly themed content. Some of these special editions take the form of a campaign, for example, the campaign we launched last year with the SPCA to highlight the plight of abandoned animals just before the holiday season in November. We created imaginary Tinder accounts for SPCA pets, shot them in a professional photoshoot and invited readers to adopt them in the editorial content. We also aim to launch a campaign about being water-wise in March and

we take a look at the issues around legalising cannabis in April around international Weed Day (April 20). This year for our Youth issue around Youth Day (16 June) we aim to invite a series of youngsters from different backgrounds to guest edit our Lifestyle editions for the month. There will be various other themed issues throughout the year, for example, we will have an Olympics themed issue in July ahead of the Tokyo Olympics (24 July to 9 August).

January

- 1) Checkers Back to School
- 2) Chef's School Directory

February

- 1) Fashion School Directory

March

- 1) World Water Day
- 2) Art Galleries Listing

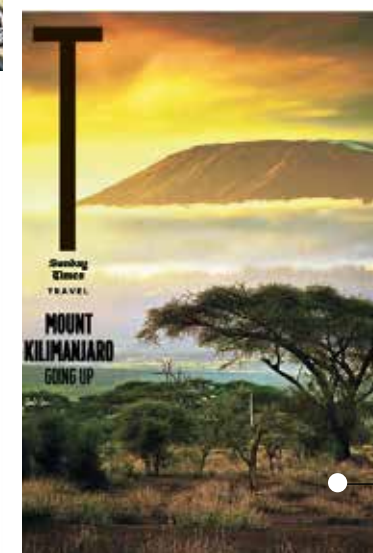
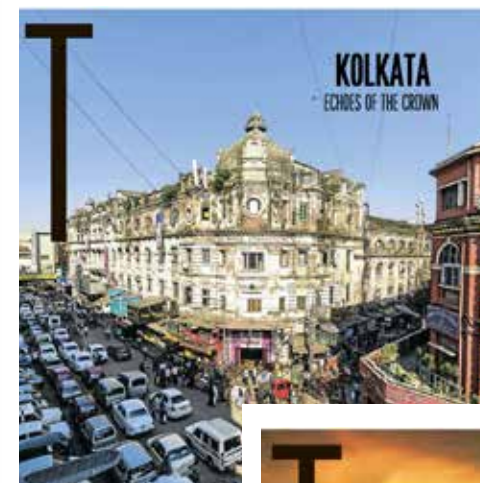
April

- 1) Loyalty Rewards Programmes
- 2) 420 - CBD

May

- 1) Beauty Schools Directory
- 2) Advertising, Design & Journalism Schools Directory

SPECIAL
 projects



June

- 1) Interior design, Architects, Draughting, Landscaping Directory
- 2) Art Schools Music, Dance, Sound & Film

July

World Chocolate Day

August

International Beer Day

September

- 1) Oral Health Month
- 2) Heritage Day

October

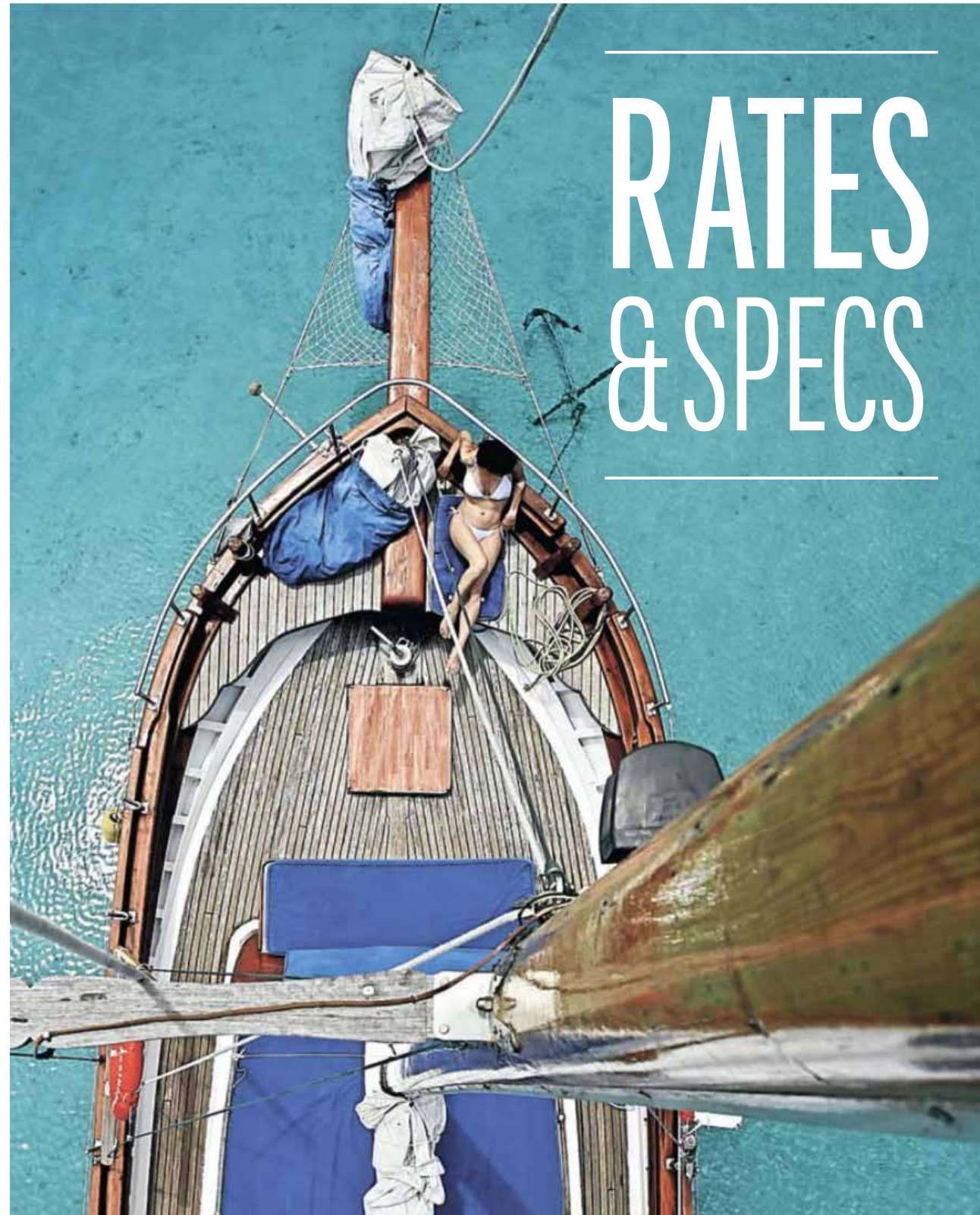
World Coffee Day

November

Makro Gin Awards

December

Festive Gift Guide



POSITION	SIZE	TOTAL CM'S	DIMENSIONS	FULL COLOUR RATE
FULL PAGE	39 X 8	312	390mm H x 261mm W	R143 208,00
INSIDE FRONT COVER + 30% Loading	39 X 8	312		R186 170,40
OUTSIDE BACK PAGE + 30% Loading		312		R186 170,40
PAGE 2 + 3 Facing page + 50% Loading				
HALF PAGE V	39 X 4	156	390mm H x 129mm W	R71 604,00
39CM STRIP V	39 X 3	117	390MM H X 96mm W	R53 703,00
A4	30 X 6	180	300mm H x 195mm W	R82 620,00
	27 X 5	135	270mm H x 162mm W	R61 965,00
	25 X 3	75	250mm H x 96mm W	R34 425,00
HALF PAGE H	20 X 8	160	200mm H x 261mm W	R73 440,00
	20 X 5	100	200mm H x 162mm W	R45 900,00
A5 V Quarter pg	20 X 4	80	200mm H x 129mm W	R36 720,00
	20 X 3	60	200mm H x 96mm W	R27 540,00
15 CM STRIP	15 X 8	120	150mm H x 261mm W	R55 080,00
A5 H	15 X 6	90	150mm H x 195mm W	R41 310,00
A6	15 X 3	45	150mm H x 96mm W	R20 655,00
10 CM STRIP	10 X 8	80	100mm H x 261mm W	R36 720,00
FRONT PAGE SOLUS + 100% Loading	10 X 8	80		R73 440,00
PAGE 3 SOLUS + 25% Loading	10 x 8	80		R45 900,00
10 CM SQUARE	10 X 3	30	100mm H x 96mm W	R13 770,00
	10 X 2	20	100mm H x 63mm W	R9 180,00
BUS CARD	5 X 2	10	50mm H x 63mm W	R4 590,00
GUARANTEED POSITIONS - 20% Loading				
SPECIAL SHAPES				
L Shape + 30%				
U Shape + 30%				
T Shape + 40%				
Diagonal boxes + 50%				
WATERMARK - RATES ON REQUEST				
WRAPS - RATES ON REQUEST				

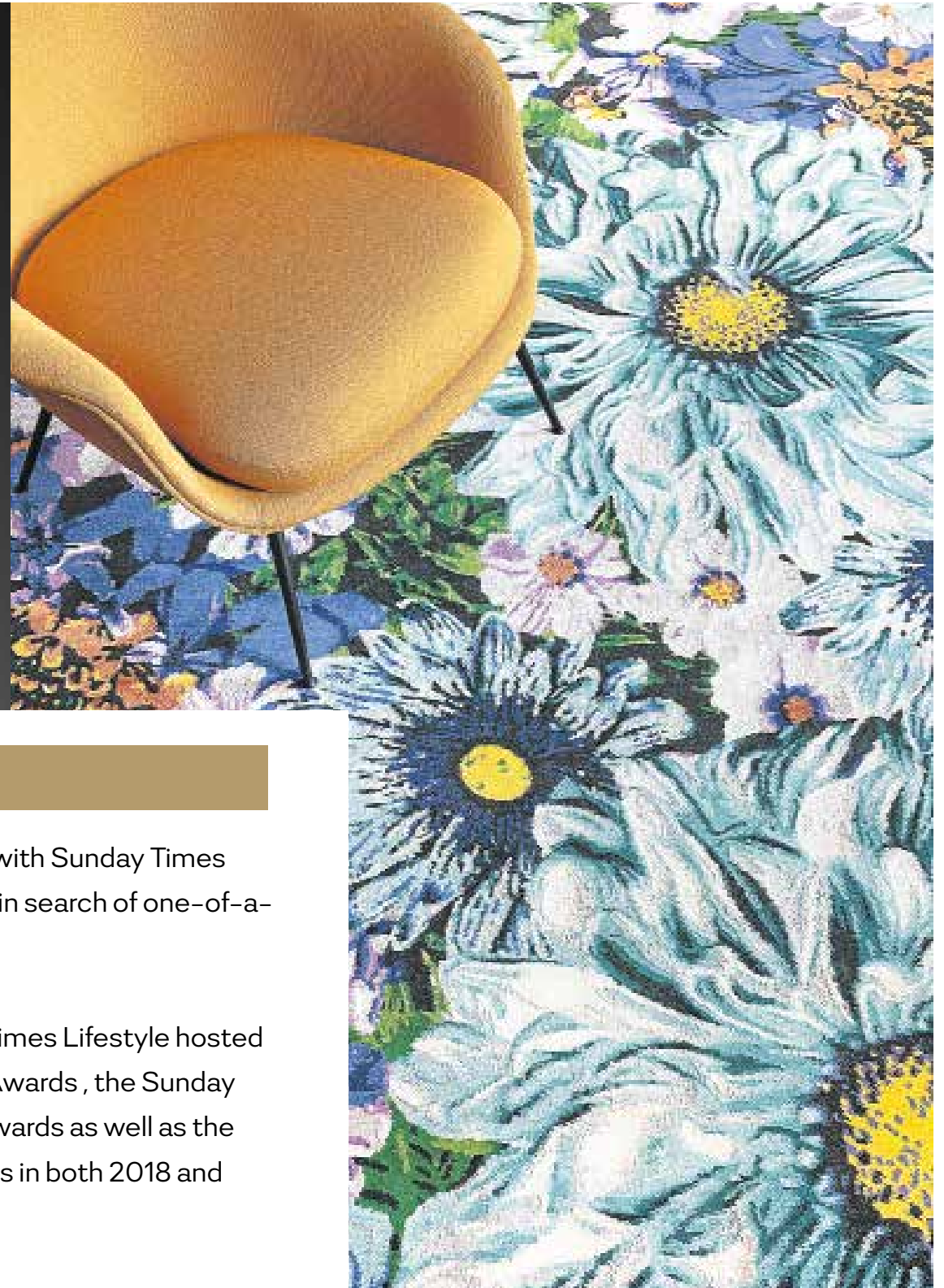
PARTNERSHIPS/ADVERTORIAL RATES

Rates, as above, but INCLUDES 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



2020

SPECIAL ADVERTISING OPPORTUNITIES & EVENTS



SPEAK TO US ABOUT BESPOKE ADVERTISING OPPORTUNITIES

WE WILL WORK WITH YOU TO CREATE SIGNATURE EVENTS

Sunday Times Lifestyle will customise a high-end event to showcase your product to readers with a taste for the finer things in life.

From gin to champagne to books, we look forward to tailoring opportunities

for engagement with Sunday Times Lifestyle readers in search of one-of-a-kind experiences.

In 2019 Sunday Times Lifestyle hosted the Makro Beer Awards, the Sunday Times Literary Awards as well as the Makro Gin Awards in both 2018 and 2019.







contacts

PUBLISHER
ASPASIA KARRAS
TEL: 011 280 3487
CELL: 082 556 9070
EMAIL: KarrasA@arena.africa

EDITOR
ANDREA NAGEL
TEL: 011 280 5674
CELL: 083 458 8199
EMAIL: Nagela@arena.africa

BUSINESS MANAGER
BELA STANDER
TEL: 011 280 3154
CELL: 072 843 8608
EMAIL: Standerb@arena.africa

**ADVERTISING
CO-ORDINATOR**
THANDI KGASOANE
TEL: 011 280 3247
EMAIL: Kgasoanet@arena.africa