



Your neighbourhood,  
is our Neighbourhood



Sunday Times

# Neighbourhood



Neighbourhood  
is about  
connecting  
homeowners  
with great  
communities

because we know  
they don't just  
buy the house,  
they buy into the  
neighbourhood.

# Ed's Welcome

Sunday Times  
**Neighbourhood**



Carried by the biggest-selling newspapers, the Sunday Times and the Weekend Post, *Neighbourhood* is the ultimate weekly property and lifestyle guide for South African homeowners.

We bring readers the best lifestyle and property news and provide homeowners with the latest in decor trends as well as legal and financial tips. Our bi-monthly suburb focus features zoom in on a different area, taking a look at property insights, schools in the area and hidden gems so so you can experience what it's like to live there. We also focus on general property and retirement trends in our property and retirement focus pieces.

*Neighbourhood* brings property and lifestyle together and provides a platform for you to reach your target market.



*Carla*

# Our readers are...

Sunday Times  
**Neighbourhood**



**Everyday South Africans**  
millennials, families, retirees



**They live in**  
apartments, big family homes, security and  
lifestyle estates and retirement lifestyle villages



**Our readership includes  
an equal mix of**  
upwardly mobile 24-34 year olds,  
35-49 year olds and 50+ readers



They all have a keen  
interest in their homes  
and property investments,  
coupled with lifestyle and  
access to amenities in their  
neighbourhood and surrounds.

**8-10 LSM**  
readership group

**2020 RATE CARD**

# Our readers read about...

Sunday Times

**Neighbourhood**



## **Lifestyle**

Eat, Drink, Visit, Shop

## **Live**

Suburb, Area, News



## **Property**

Buy, Sell, Rent,  
Developments

We bring readers the best lifestyle and property news - whether it's where to eat and drink, where to stay or what to see and do in their neighbourhood.



## **Home Improvement**

Decor, Design, DIY



**2020 RATE CARD**

# Print advertising opportunities

Sunday Times  
**Neighbourhood**



lifestyle



homeowners



suburb focus

Neighbourhood  
offers the  
flexibility to  
engage with

your chosen market, within your chosen timeframe, by giving you the opportunity to target a specific regional *Neighbourhood* readership or to have national reach via all five publications. *Neighbourhood* gives you the key to getting in touch with the right people, in the right areas, for your brand.

# Rates

Sunday Times  
**Neighbourhood**

## Print

	JHB	CPT	PTA	DBN	PE
IFC DPS	R58,025	R24,265	R12,133	R11,605	R24,265
DPS	R43,255	R22,155	R8,830	R8,429	R22,155
First RHP	R36,925	R13,356	R6,081	R5,803	R13,356
Full Page	R30,595	R11,130	R5,634	R5,381	R11,130
Half Page	R19,518	R5,565	R3,317	R3,165	R5,565
Quarter Page	R13,188	R2,785	R2,211	R2,110	R2,785
1-Page advertorial	R32,336	R12,871	R7,374	R7,121	R12,871
2-Page advertorial	R44,996	R23,896	R10,571	R10,170	R23,896
1/2 column advertorial	R21,258	R7,306	R5,058	R4,906	R7,306



Discounts are offered on bookings based on frequency and the number of insertions booked upfront.

## Ask about native advertising options

We also offer native advertising opportunities written by our team of writers to fit our editorial voice.

### What is native advertising?

Also referred to as sponsored content, native advertising is a very subtle form of advertising that melds seamlessly with editorial, telling your story in a way that really speaks to our readers.

Speak to our sales team about inserts, wraparounds and other opportunities.

Rates exclude VAT and Agency Commission

**2020 RATE CARD**

# Specifications

## Supplied Print

	WIDTH	HEIGHT
Full Page	265mm	385mm
Half Page	265mm	189mm
Half Page Vertical	103mm	385mm
Quarter Page	265mm	93,5mm

No bleed, crop, trim or registration marks required. All images are CMYK at a minimum of 300dpi at the output size. Please ensure the overprints are correctly assigned. Black text to be black only (100K only). No special inks or spot colours. All fonts are embedded. Please supply an X1a compliant (2001) pdf.

## Content Driven Print\*

	WORDS	IMAGES *	LOGO	CONTACT DETAILS
Advertorial DPS	600-700	8-10	✓	✓
Advertorial Full Page	300-400	5-8	✓	✓
Advertorial Half Page	200-350	4	✓	✓

\*Format can include Q&A's, expert advice or insight, or general information about your business or product.

\*High-res images (300dpi). Not smaller than 2.5MB

You will have the opportunity to sign off on advertorials and sponsored content edited by the *Neighbourhood* team. We ask that you observe and respect the team's editorial integrity and ability to create content that is of the highest interest to our readers.

Ask about our cover opportunities



DPS Advertorial



Full Page Advertorial



Half Page Advertorial

# Deadlines 2020

Sunday Times  
**Neighbourhood**

<b>PUBLICATION DATE</b>	<b>BOOKING DEADLINE: ADVERTORIAL</b>	<b>MATERIAL DEADLINE: ADVERTORIAL</b>	<b>BOOKING DEADLINE: SUPPLIED ARTWORK</b>	<b>MATERIAL DEADLINE: SUPPLIED ARTWORK</b>
Sun, 12 January	Thurs, 02 January	Fri, 03 January	Mon, 06 January	Tues, 07 January
Sun, 19 January	Thurs, 09 January	Fri, 10 January	Mon, 13 January	Tues, 14 January
Sun, 26 January	Thurs, 16 January	Fri, 17 January	Mon, 20 January	Tues, 21 January
Sun, 02 February	Thurs, 23 January	Fri, 24 January	Mon, 27 January	Tues, 28 January
Sun, 09 February	Thurs., 30 January	Fri, 31 January	Mon, 03 February	Tues, 04 February
Sun, 16 February	Thurs, 06 February	Fri, 07 February	Mon, 10 February	Tues, 11 February
Sun, 23 February	Thurs, 13 February	Fri, 14 February	Mon, 17 February	Tues, 18 February
Sun, 01 March	Thurs, 20 February	Fri, 21 February	Mon, 24 February	Tues, 25 February
Sun, 08 March	Thurs, 27 February	Fri, 28 February	Mon, 02 March	Tues, 03 March
Sun, 15 March	Thurs, 05 March	Fri, 06 March	Mon, 09 March	Tues, 10 March
Sun, 22 March	Thurs, 12 March	Fri, 13 March	Mon, 16 March	Tues, 17 March
Sun, 29 March	Thurs, 19 March	Fri, 20 March	Mon, 23 March	Tues, 24 March
Sun, 05 April	Thurs, 26 March	Fri, 27 March	Mon, 30 March	Tues, 31 March
Sun, 12 April	Thurs, 02 April	Fri, 03 April	Mon, 06 April	Tues, 07 April
Sun, 19 April	Thurs, 09 April	Fri, 10 April	Mon, 13 April	Tues, 14 April
Sun, 26 April	Thurs, 16 April	Fri, 17 April	Mon, 20 April	Tues, 21 April
Sun, 03 May	Thurs, 23 April	Fri, 24 April	Mon, 27 April	Tues, 28 April
Sun, 10 May	Thurs, 30 April	Fri, 01 May	Mon, 04 May	Tues, 05 May
Sun, 17 May	Thurs, 07 May	Fri, 08 May	Mon, 11 May	Tues, 12 May
Sun, 24 May	Thurs, 14 May	Fri, 15 May	Mon, 18 May	Tues, 19 May
Sun, 31 May	Thurs, 21 May	Fri, 22 May	Mon, 25 May	Tues, 26 May
Sun, 07 June	Thurs, 28 May	Fri, 29 May	Mon, 01 June	Tues, 02 June
Sun, 14 June	Thurs, 04 June	Fri, 05 June	Mon, 08 June	Tues, 09 June
Sun, 21 June	Thurs, 11 June	Fri, 12 June	Mon, 15 June	Tues, 16 June

Monthly - Cape Town, KZN and Pretoria

**2020 RATE CARD**

# Deadlines 2020

Sunday Times  
**Neighbourhood**

<b>PUBLICATION DATE</b>	<b>BOOKING DEADLINE: ADVERTORIAL</b>	<b>MATERIAL DEADLINE: ADVERTORIAL</b>	<b>BOOKING DEADLINE: SUPPLIED ARTWORK</b>	<b>MATERIAL DEADLINE: SUPPLIED ARTWORK</b>
Sun, 28 June	Thurs, 18 June	Fri, 19 June	Mon, 22 June	Tues, 23 June
Sun, 05 July	Thurs, 25 June	Fri, 26 June	Mon, 29 June	Tues, 30 June
Sun, 12 July	Thurs, 02 July	Fri, 03 July	Mon, 06 July	Tues, 07 July
Sun, 19 July	Thurs, 09 July	Fri, 10 July	Mon, 13 July	Tues, 14 July
Sun, 26 July	Thurs, 16 July	Fri, 17 July	Mon, 20 July	Tues, 21 July
Sun, 02 August	Thurs, 23 July	Fri, 24 July	Mon, 27 July	Tues, 28 July
Sun, 09 August	Thurs, 30 July	Fri, 31 July	Mon, 03 August	Tues, 04 August
Sun, 16 August	Thurs, 06 August	Fri, 07 August	Mon, 10 August	Tues, 11 August
Sun, 23 August	Thurs, 13 August	Fri, 14 August	Mon, 17 August	Tues, 18 August
Sun, 30 August	Thurs, 20 August	Fri, 21 August	Mon, 24 August	Tues, 25 August
Sun, 06 September	Thurs, 27 August	Fri, 28 August	Mon, 31 August	Tues, 01 September
Sun, 13 September	Thurs, 03 September	Fri, 04 September	Mon, 07 September	Tues, 08 September
Sun, 20 September	Thurs, 10 September	Fri, 11 September	Mon, 14 September	Tues, 15 September
Sun, 27 September	Thurs, 17 September	Fri, 18 September	Mon, 21 September	Tues, 22 September
Sun, 04 October	Thurs, 24 September	Fri, 25 September	Mon, 28 September	Tues, 29 September
Sun, 11 October	Thurs, 01 October	Fri, 02 October	Mon, 05 October	Tues, 06 October
Sun, 18 October	Thurs, 08 October	Fri, 09 October	Mon, 12 October	Tues, 13 October
Sun, 25 October	Thurs, 15 October	Fri, 16 October	Mon, 19 October	Tues, 20 October
Sun, 01 November	Thurs, 22 October	Fri, 23 October	Mon, 26 October	Tues, 27 October
Sun, 08 November	Thurs, 29 October	Fri, 30 October	Mon, 02 November	Tues, 03 November
Sun, 15 November	Thurs, 05 November	Fri, 06 November	Mon, 09 November	Tues, 10 November
Sun, 22 November	Thurs, 12 November	Fri, 13 November	Mon, 16 November	Tues, 17 November
Sun, 29 November	Thurs, 19 November	Fri, 20 November	Mon, 23 November	Tues, 24 November
Sun, 06 December	Thurs, 26 November	Fri, 27 November	Mon, 30 November	Tues, 01 December
Sun, 13 December	Thurs, 03 December	Fri, 04 December	Mon, 07 December	Tues, 08 December

Monthly - Cape Town, KZN and Pretoria

# Deadlines 2020 - Monthly publications

Sunday Times

**Neighbourhood**

<b>PUBLICATION DATE</b>	<b>BOOKING DEADLINE: ADVERTORIAL</b>	<b>MATERIAL DEADLINE: ADVERTORIAL</b>	<b>BOOKING DEADLINE: SUPPLIED ARTWORK</b>	<b>MATERIAL DEADLINE: SUPPLIED ARTWORK</b>
Sun, 22 March	Thurs, 12 March	Fri, 13 March	Mon, 16 March	Tues, 17 March
Sun, 19 April	Thurs, 09 April	Fri, 10 April	Mon, 13 April	Tues, 14 April
Sun, 24 May	Thurs, 14 May	Fri, 15 May	Mon, 18 May	Tues, 19 May
Sun, 21 June	Thurs, 11 June	Fri, 12 June	Mon, 15 June	Tues, 16 June
Sun, 19 July	Thurs, 09 July	Fri, 10 July	Mon, 13 July	Tues, 14 July
Sun, 23 August	Thurs, 13 August	Fri, 14 August	Mon, 17 August	Tues, 18 August
Sun, 20 September	Thurs, 10 September	Fri, 11 September	Mon, 14 September	Tues, 15 September
Sun, 18 October	Thurs, 08 October	Fri, 09 October	Mon, 12 October	Tues, 13 October
Sun, 22 November	Thurs, 12 November	Fri, 13 November	Mon, 16 November	Tues, 17 November
Sun, 13 December	Thurs, 03 December	Fri, 04 December	Mon, 07 December	Tues, 08 December

# contact us

Sunday Times  
**Neighbourhood**



Group CEO:  
**Jason Whitehouse**  
060 518 4201  
jason@augmentcreative.com

Group editor:  
**Carla Redelinghuys**  
carla@yourneighbourhood.co.za

Digital contact:  
**Chantelle Balsdon**  
chantelle@augmentcreative.com

Production coordinator  
(CPT, PTA, DBN and PE):  
**Lucea Goosen**  
lucea@yourneighbourhood.co.za

Production coordinator (JHB only):  
**Joanne Le Roux**  
jhb@yourneighbourhood.co.za

General manager EAPC:  
**Jimmy Balsaras**  
083 387 2227  
jimmy@thecreativegroup.info

Key account manager - developments  
JHB, PTA, CPT, PE & estate agents CPT:  
**Susan Erwee**  
083 556 9848  
susan.erwee@thecreativegroup.inf

Account executive:  
**Tracey Thomson**  
071 954 0366  
traceyt@yourneighbourhood.co.za

Account executive:  
**Claire Liebenberg**  
062 722 0027  
claire.liebenberg@thecreativegroup.info

Contact us on: **087 828 0423**

**2020 RATE CARD**