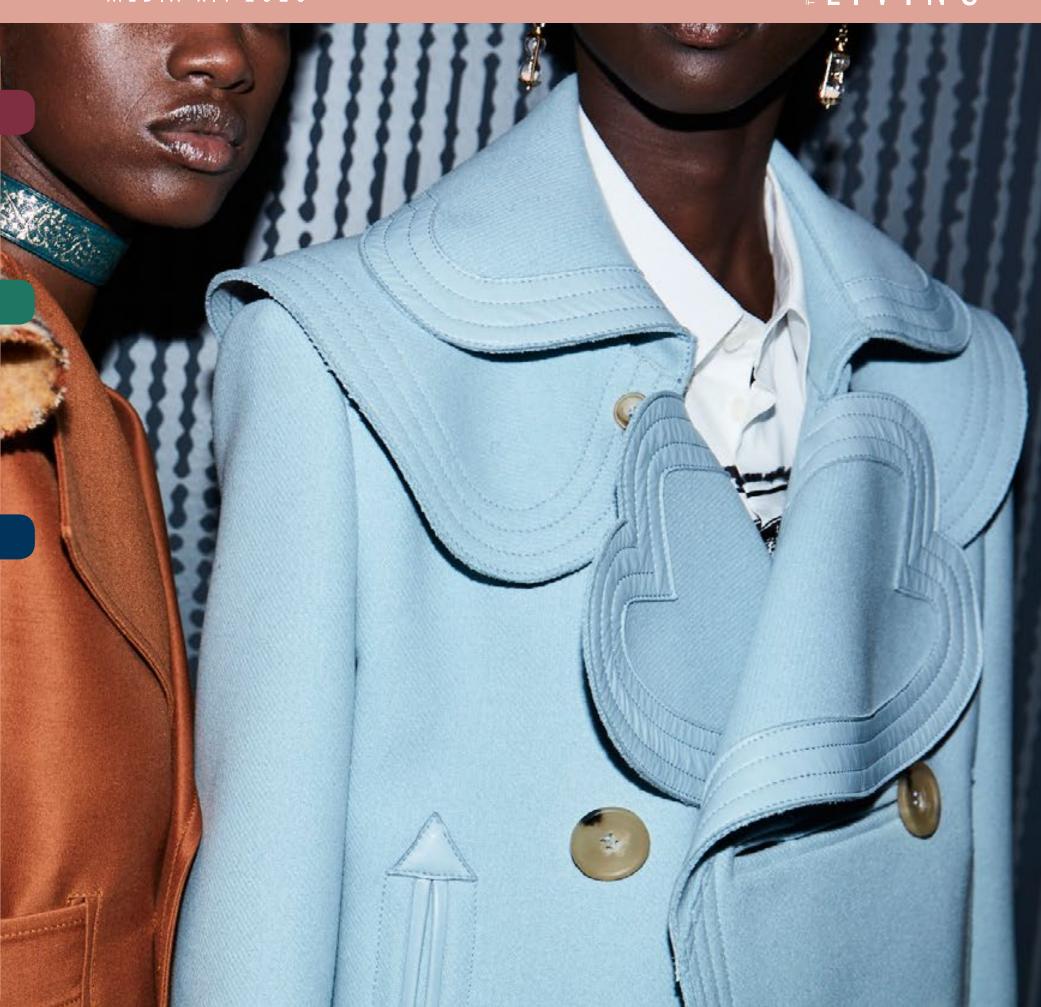


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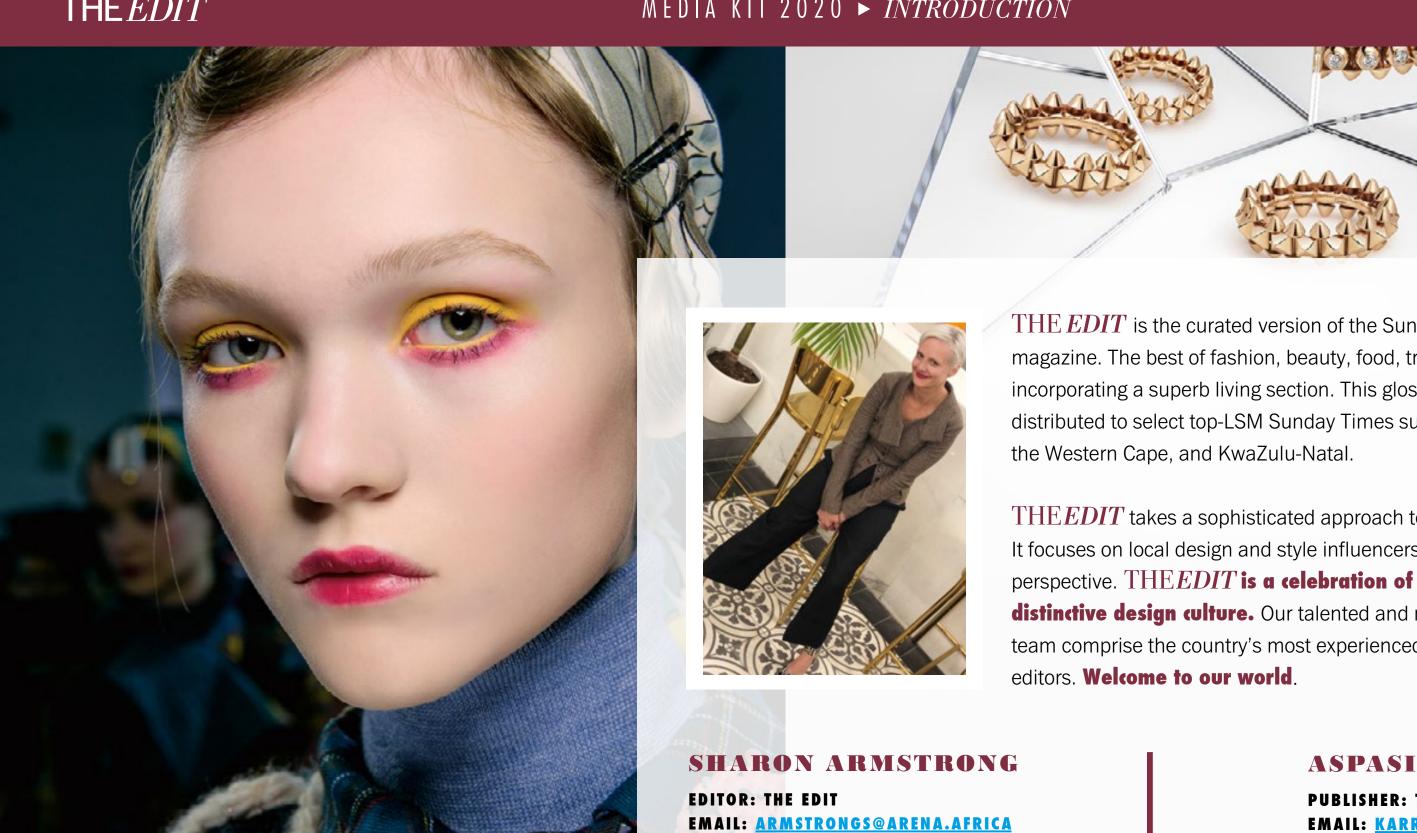






MONUMENT TO THE FALLEN SOLDIERS, KOSMAJ, SERBIA





CELL: +27 (0)83 687 2100

THE **EDIT** is the curated version of the Sunday Times Lifestyle magazine. The best of fashion, beauty, food, travel, as well as incorporating a superb living section. This glossy magazine is distributed to select top-LSM Sunday Times subscribers in Gauteng,

THE EDIT takes a sophisticated approach to today's trends. It focuses on local design and style influencers, with a global perspective. THE EDIT is a celebration of South Africa's distinctive design culture. Our talented and respected editorial team comprise the country's most experienced fashion and lifestyle

### **ASPASIA KARRAS**

**PUBLISHER: THE EDIT** 

EMAIL: KARRASA@ARENA.AFRICA

CELL: +27 (0)82 556 9070









### fashion

Storytelling at its most engaging. South Africa's top fashion teams and photography talent present the season in a heady mix of high and low, igniting the imagination.

### trends

A contemporary, fresh, curated take. Our trends pages reflect high street and luxury in a compelling, shopping-friendly mix.

### beauty

Our beauty editor, Nokubonga Thusi, presents a practical, wellinformed, and engaging take on beauty trends and products.

### living

Our Living editor, Leana Schoeman, curates inspired design and lifestyles from South Africa and around the world.



### AUTUMN/ WINTER

Art, design, photography, fascinating features, politics, opinion, interviews, and expert round-ups of the new season's trends from South Africa's top editorial and fashion team. Autumn and winter must-haves with a uniquely South African flavour, from luxury to high-street brands. Cover up for winter with the best of local and international design. And we also have expert advice, tried-and-tested reviews, must-try beauty trends, and comprehensive coverage of the latest beauty products.

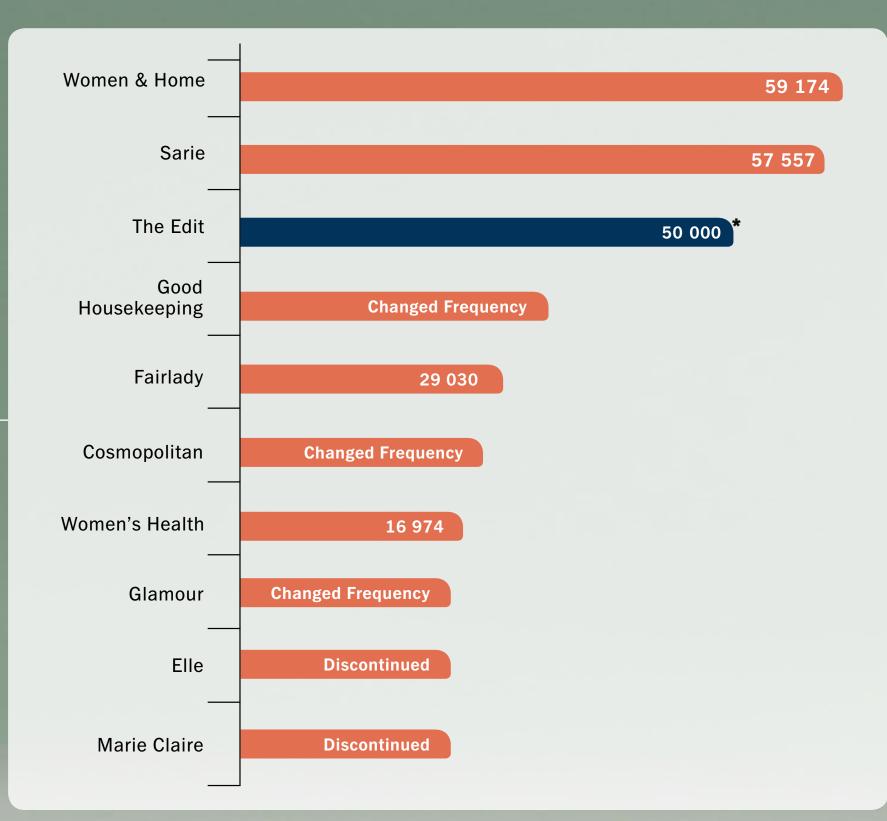


### SPRING/ SUMMER

A new season calls for a new look — a roundup of fresh summer trends and a curated selection of must-haves with a uniquely South African flavour, from luxury to high-street brands. A look at local and international design with our breathtaking mix of fresh features, reportage, politics, and in-depth profiles. Spring brings new skin challenges — put your best face forward with our expert advice, reviews of the latest must-have products, and tips on pulling off the latest beauty trends.

Kick back and relax with the essential summer compilation of resort wear, swimsuits, and everything else you need for a scintillating summer break — what to read, watch, and listen to on your break, so you can come back refreshed and inspired for the new year. Travel inspiration, books, podcasts, and opinions to spice up the dinner-party circuit, plus easy and relaxed dressing, effortless beauty, and beachready body prep.





SOURCE: ABCs JULY-SEPT 2019 — PAID COPIES ONLY
\*MINIMUM PRINT ORDER







In 2020 THE EDIT LIVING team will continue producing design, décor, and interiors content that is compelling, inspirational, and beautiful, carefully curated in line with local and international trends and influences.

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.

### LEANA SCHOEMAN

**EDITOR: THE EDIT LIVING** 

**EMAIL: LEANAS@SUNDAYTIMES.CO.ZA** 

CELL: +27 (0)83 468 1911

### **ASPASIA KARRAS**

PUBLISHER: THE EDIT LIVING

**EMAIL: KARRASA@ARENA.AFRICA** 

CELL: +27 (0)82 556 9070



## CONTENT BREAKDOWN 2020



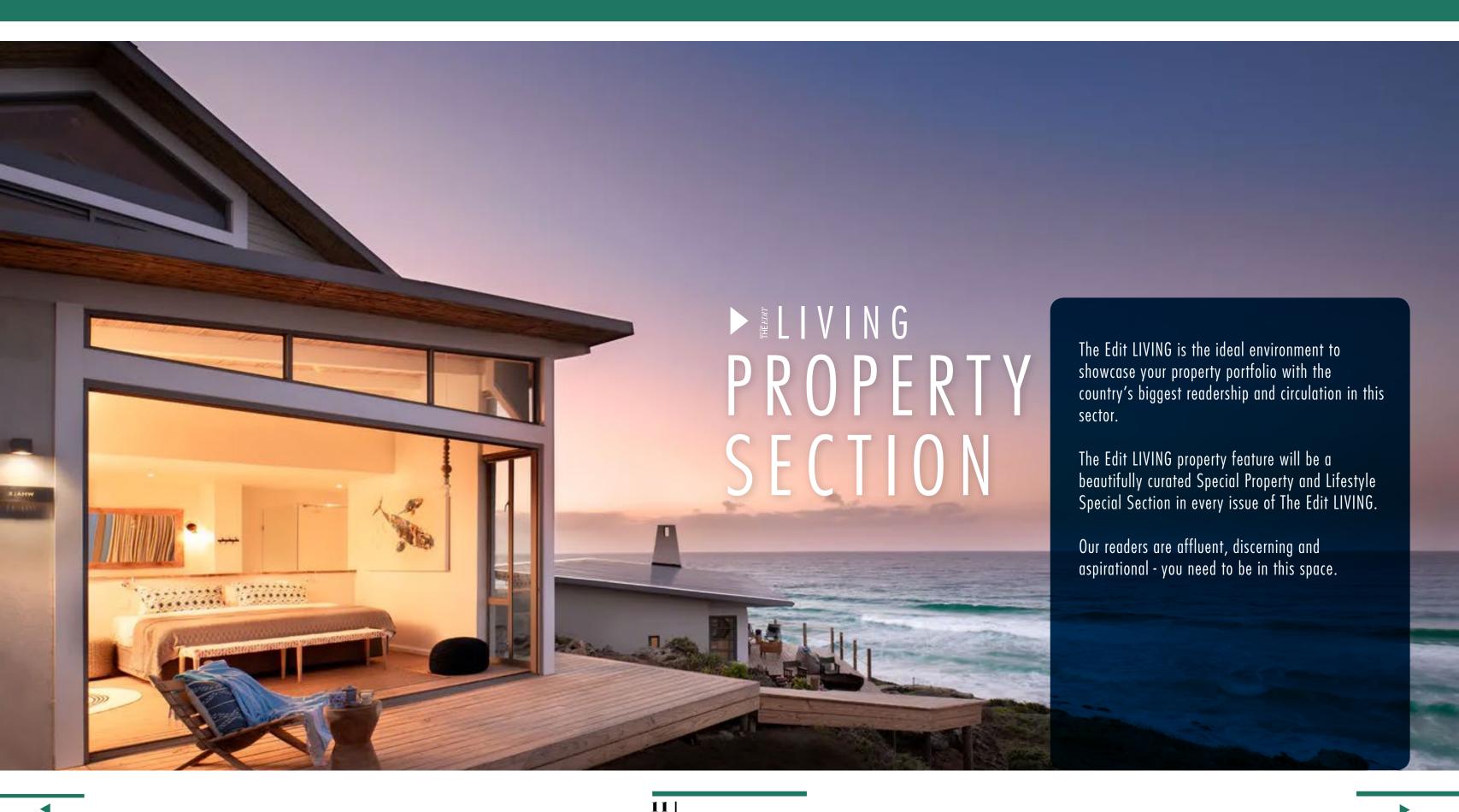
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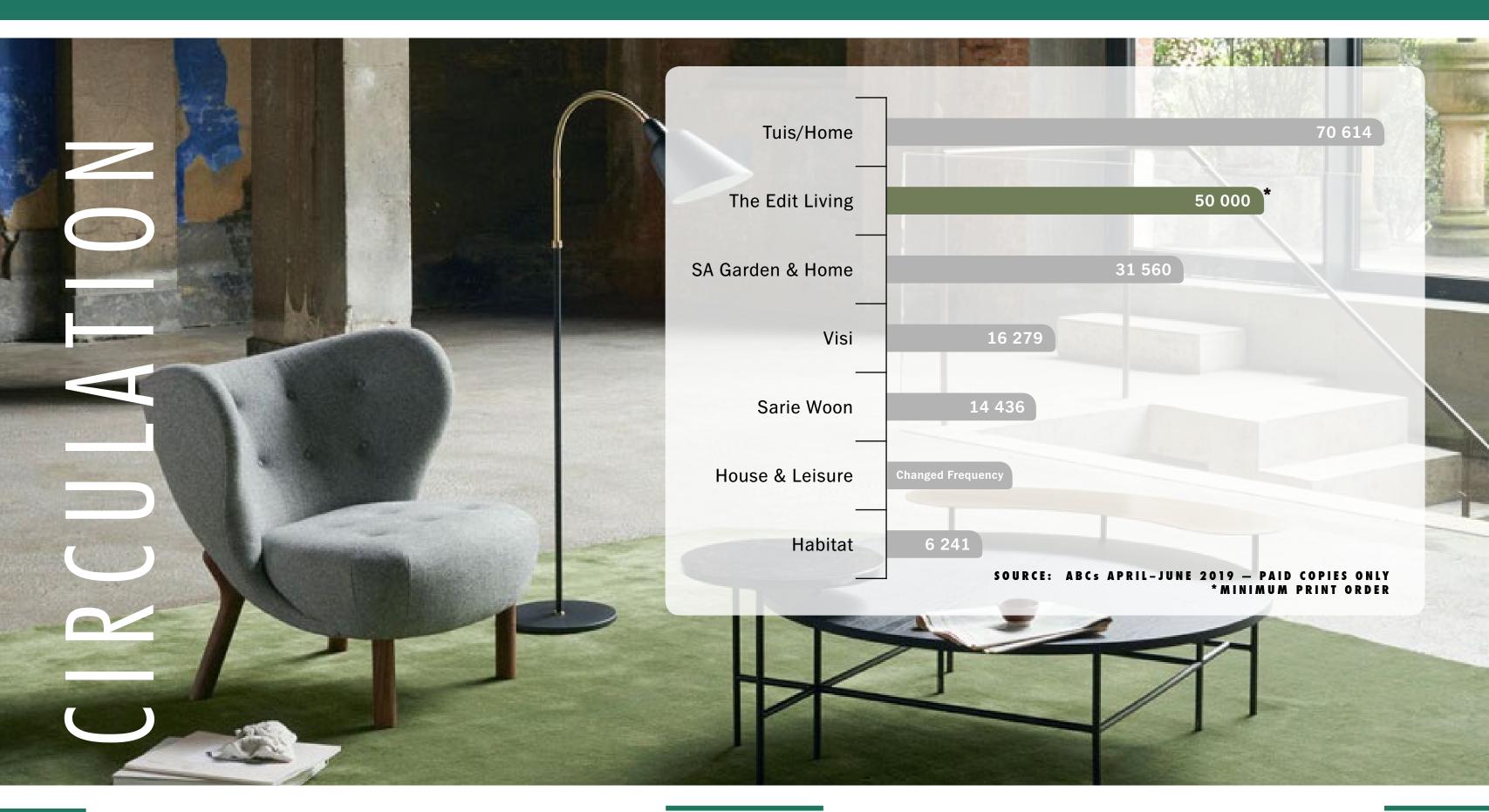


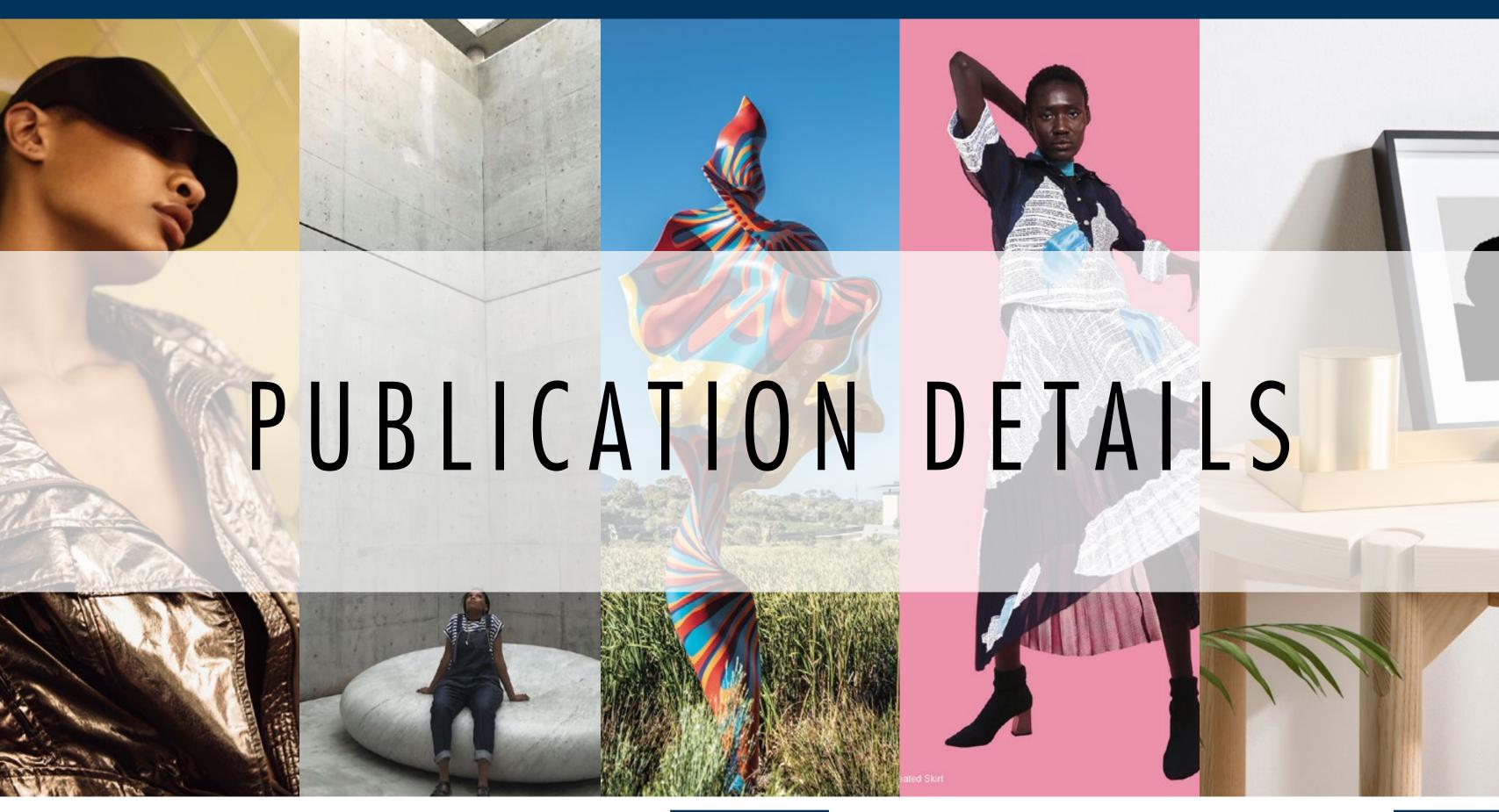
AUTUMN/ WINTER



SPRING/ SUMMER In 2020 we are about celebrating living here and now — we're excited to see what this new year will be offering within the growing world of décor, design, and so much more.

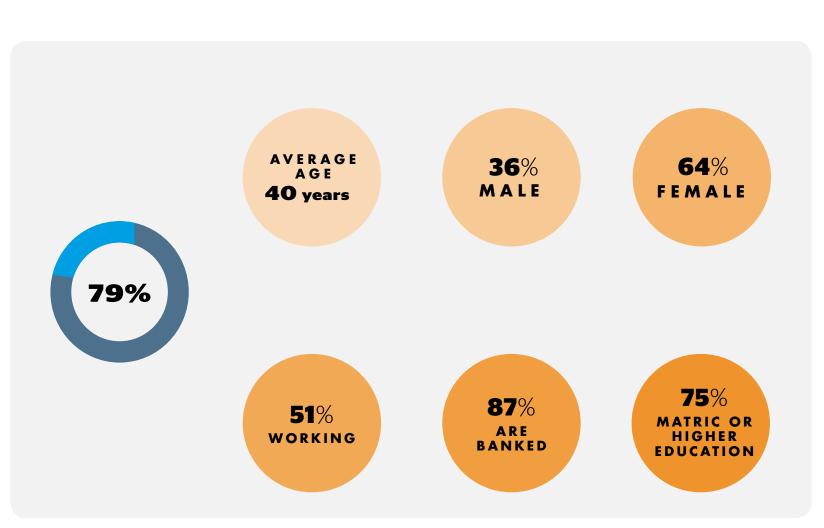






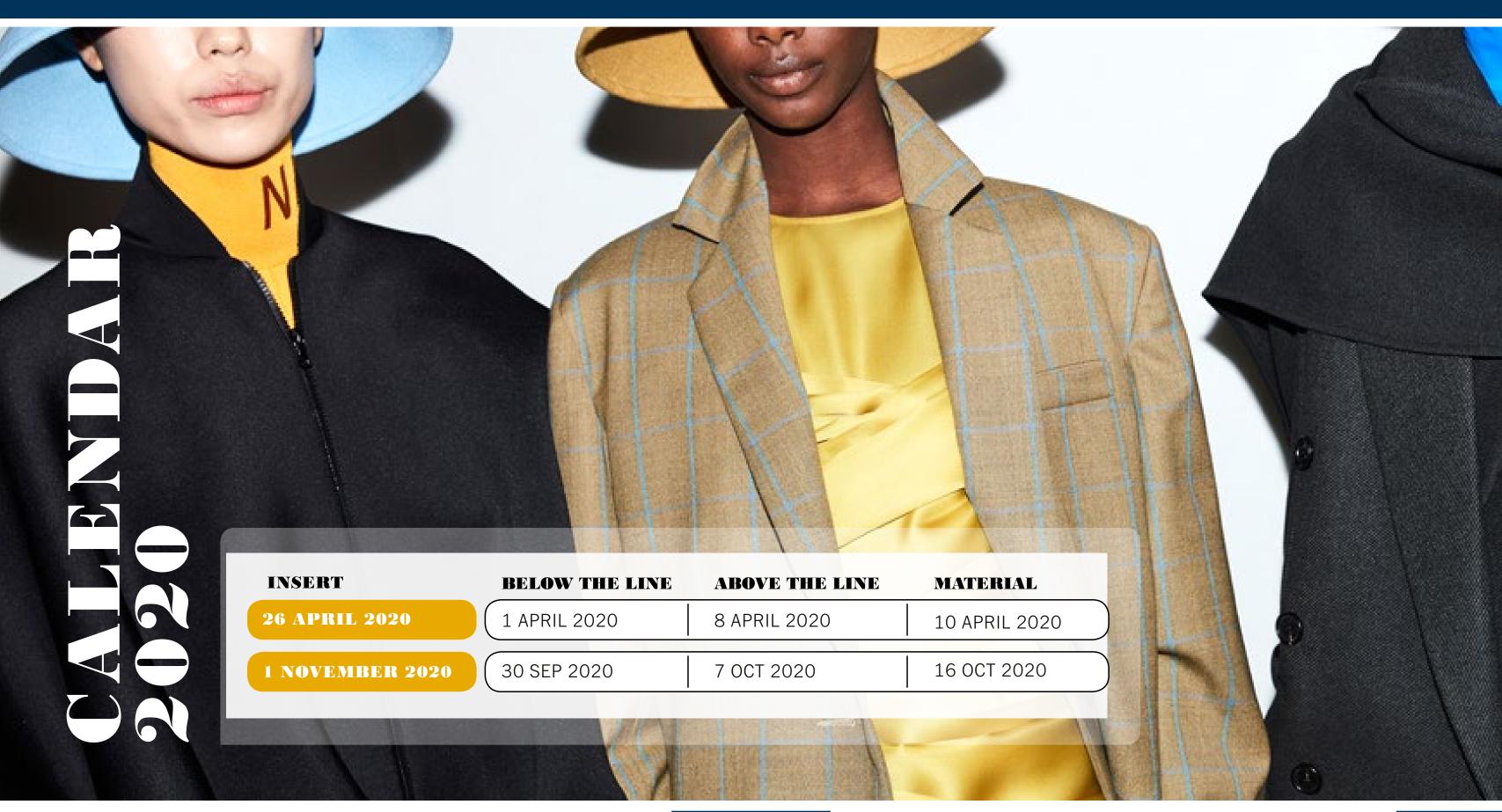
PRINT ORDER 50 000

ESTIMATED READERSHIP 162 000





SOURCE: PAMS 2018





### **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

# 

### VALIDATION SPECIFICATIONS FOR DIGITAL RECEIVING

### PRINTING SPECIFICATIONS

Adverts must be supplied to the exact specifications, as indicated on the rate card. Any dimensions that are outside these areas will not be processed, and client will have to supply new material.

### DIGITAL FILE DELIVERY

Digital adverts can be supplied using one of the following methods:

### Quickcut ads.za@adstream. co.za or traffic.za@adstream. co.za

(011) 799 7846 International dialling code: + 27 (11) 799 7846

### Mediasend support@mediasend.co.za (011) 712 5700

### Jamie Kinnear Advertising Co-ordinator kinnearj@bdfm.co.za

These files should be in PDF format only. Please include details in the SUBJECT field.

### Removable media CD-ROM ALL FLIES MUST BE SENT AS PDE

X1A FILES (ISO 15930-1)

### GENERAL SPECIFICATIONS 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 only on 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: 300% 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).

### Colour proofs

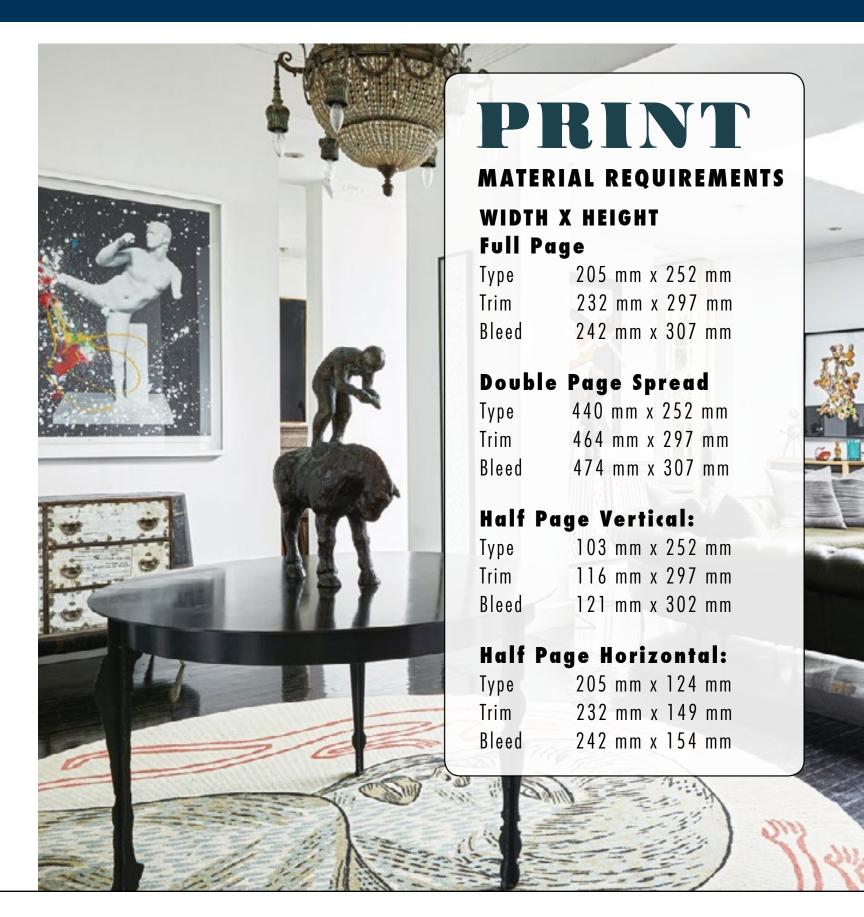
Offset lithographic colour-corrected proofs should be supplied as a guide. If not supplied, accurate colour matching cannot be guaranteed.

### Repeat adverts

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

### Material delivery

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





### INSERT RATES

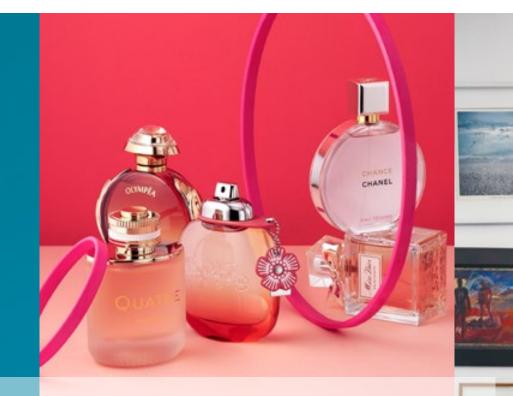
BOUND IN	
* Applicable to saddle stitched: price custom quoted on request depending on insert	
Single item (2 pages)	R775 per 1000
4 to 8 pages	R890 per 1000
12 to 24 pages	R1 068 per 1000
25 and above	Price quoted on request
LOOSE INSERTS	
Single item (2 pages)	R672 per 1000
4 to 12 pages	R968 per 1000
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







### Details

### DELIVERY DETAILS FOR INSERTS/SAMPLING

ATTENTION: RICHARD MALULEKE PAARL MEDIA LINBRO PARK, GAUTENG (011) 201-3400

48 Milky Way Linbro Park Gauteng

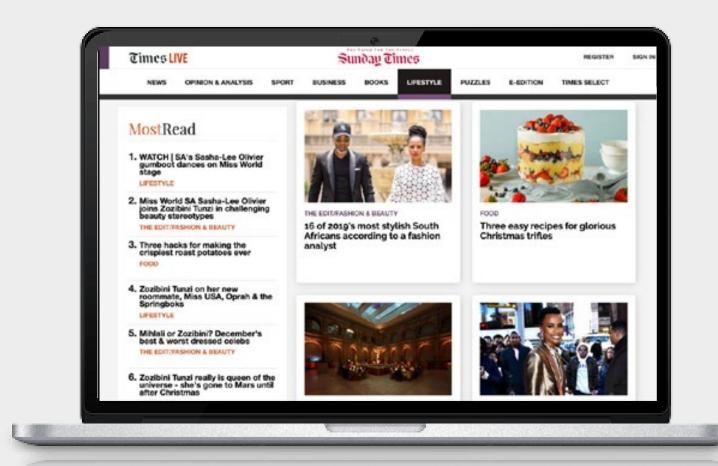
Delivery Times: Monday - Friday 08h00 - 16h00 Please ensure consignments are properly marked with the below:

- 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 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* content can be found in the Lifestyle section on our TimesLIVE site.











### THE EDIT TIMESLIVE

Average unique browsers per month:

Average page views per month:

930 856

1 464 128















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%

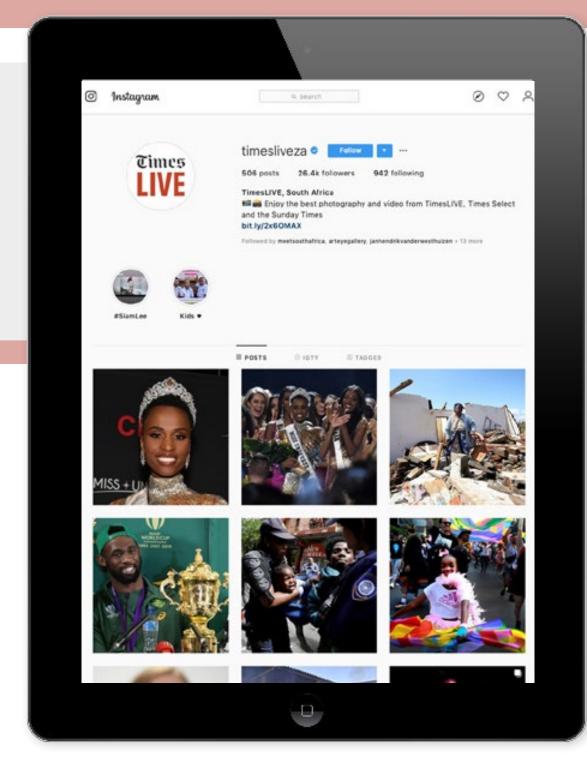




93 300 1 260 000



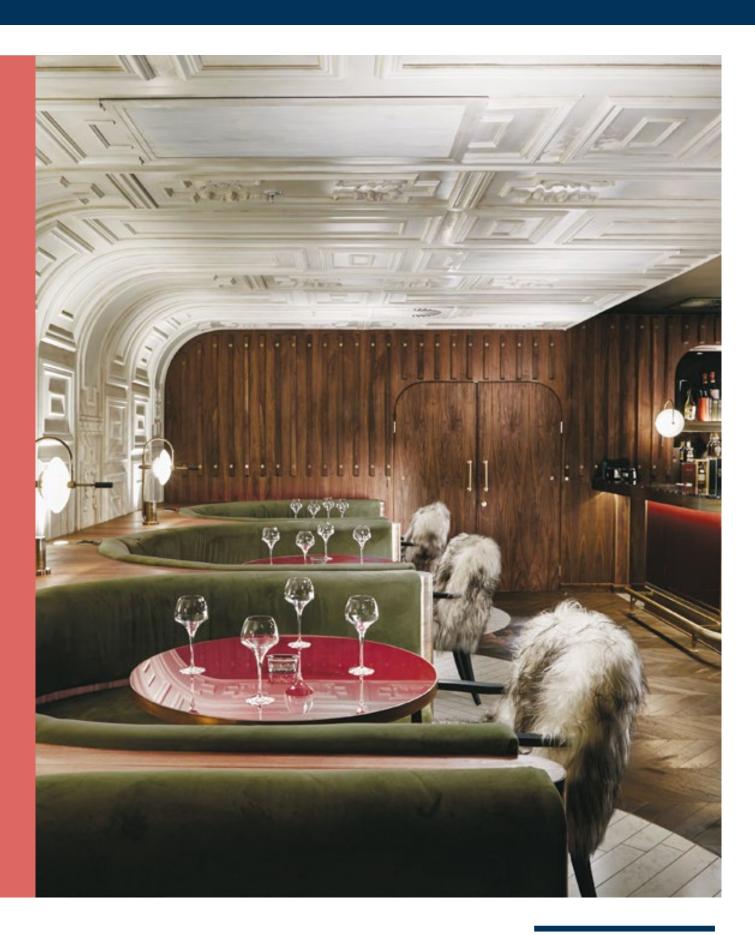
1 328 551 26 400





### 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.



### 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/Edit Living 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/Edit Living native article.

Value: R6 000. Package offer: R3 000.

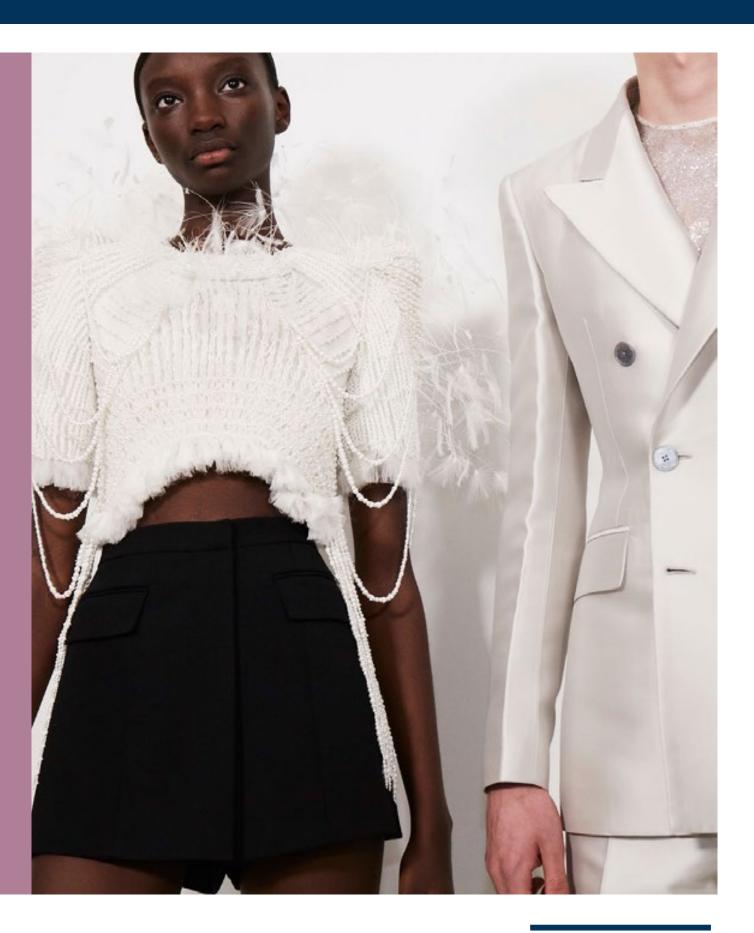
Two tweets for the week on TimesLIVE, linking back to the to the The Edit/Edit Living native article.

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



### 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/Edit Living 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/Edit Living native article.

Value: R12 000. Package offer: R6 000.

Two tweets for each week on TimesLIVE, linking back to the to the The Edit/Edit Living 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

### **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: <a href="mailto:louwl@arena.africa">louwl@arena.africa</a>
Cell: +27 (0)83 454 1137

### SAMANTHA PIENAAR

Account Manager, Cape Town

Email: <a href="mailto:pienaars@arena.africa">pienaars@arena.africa</a>
Cell: +27 (0)82 889 0366

### GINA VAN DE WALL

Account Manager, KwaZulu-Natal

Email: <a href="mailto:vdewallg@arena.africa">vdewallg@arena.africa</a>
Cell: +27 (0)83 500 5325

### JAMIE KINNEAR

Advertising Co-ordinator

Email: kinnearj@bdfm.co.za
Direct: +27 (0)11 280 3183

