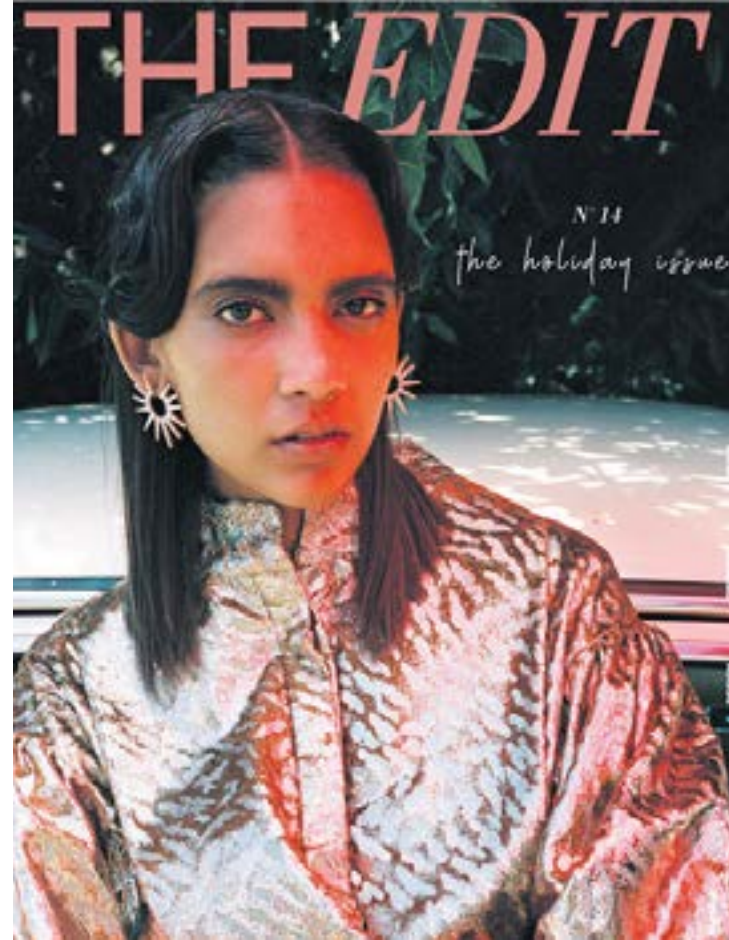


THE *EDIT*

Sunday Times
MEDIA KIT 2021



Covers	1
The Edit	2
Introduction	3
Content breakdown	4
Themes and publications	5
Competitors and circulation	6
The Edit Living	7
Introduction	8
Content breakdown	9
Themes and publications	10
Property section	11
Competitors and circulation	12
Publication details	13
Print audience	14
Calendar	15
Advertising rates	16
Advertising specifications	17
Insert rates	18
Delivery Details	19
Digital audience	20
Digital: The Edit Online	21
Package Details	22
Package Options	23
Advertising contacts	25



COVERS

THE *EDIT*

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 large scale broadsheet is distributed to select top-LSM Sunday Times readers in Gauteng, the Western Cape, and KwaZulu-Natal.

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 editors. **Welcome to our world.**

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ASPASIA KARRAS

PUBLISHER: THE EDIT

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CONTENT BREAKDOWN 2021



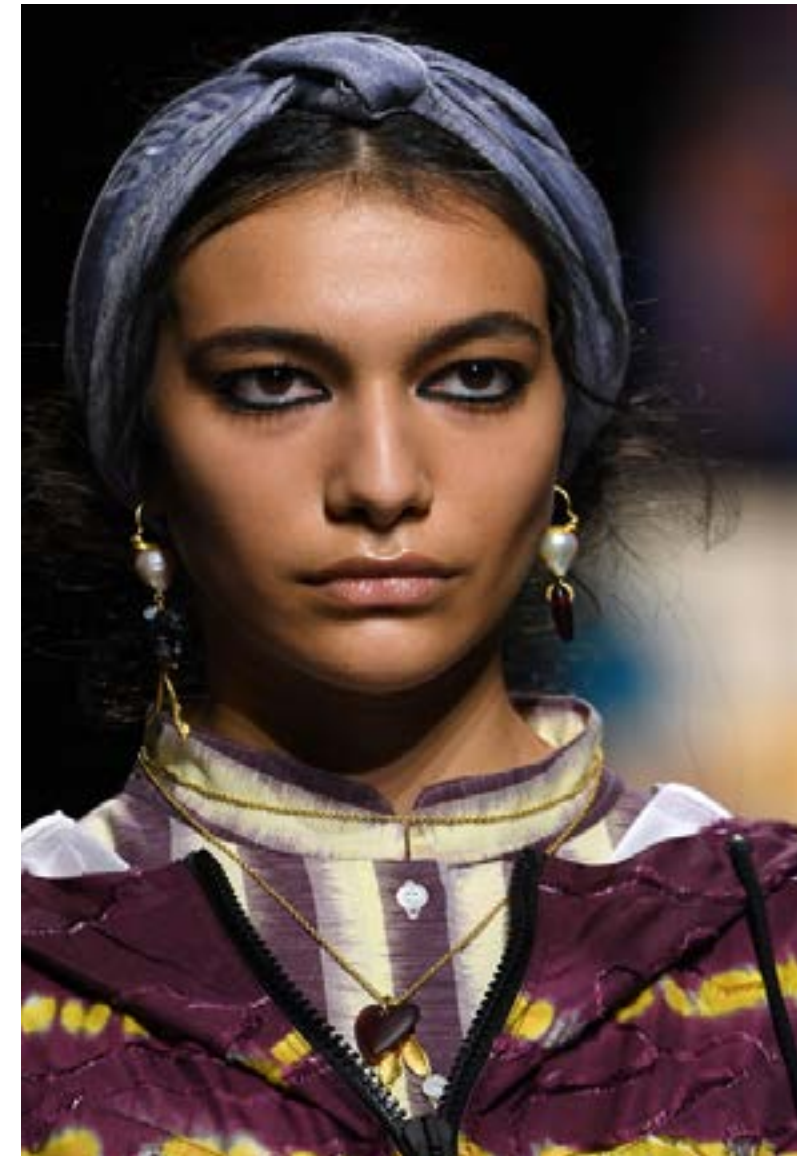
fashion

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, well-informed, 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.

THEMES AND PUBLICATIONS



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.

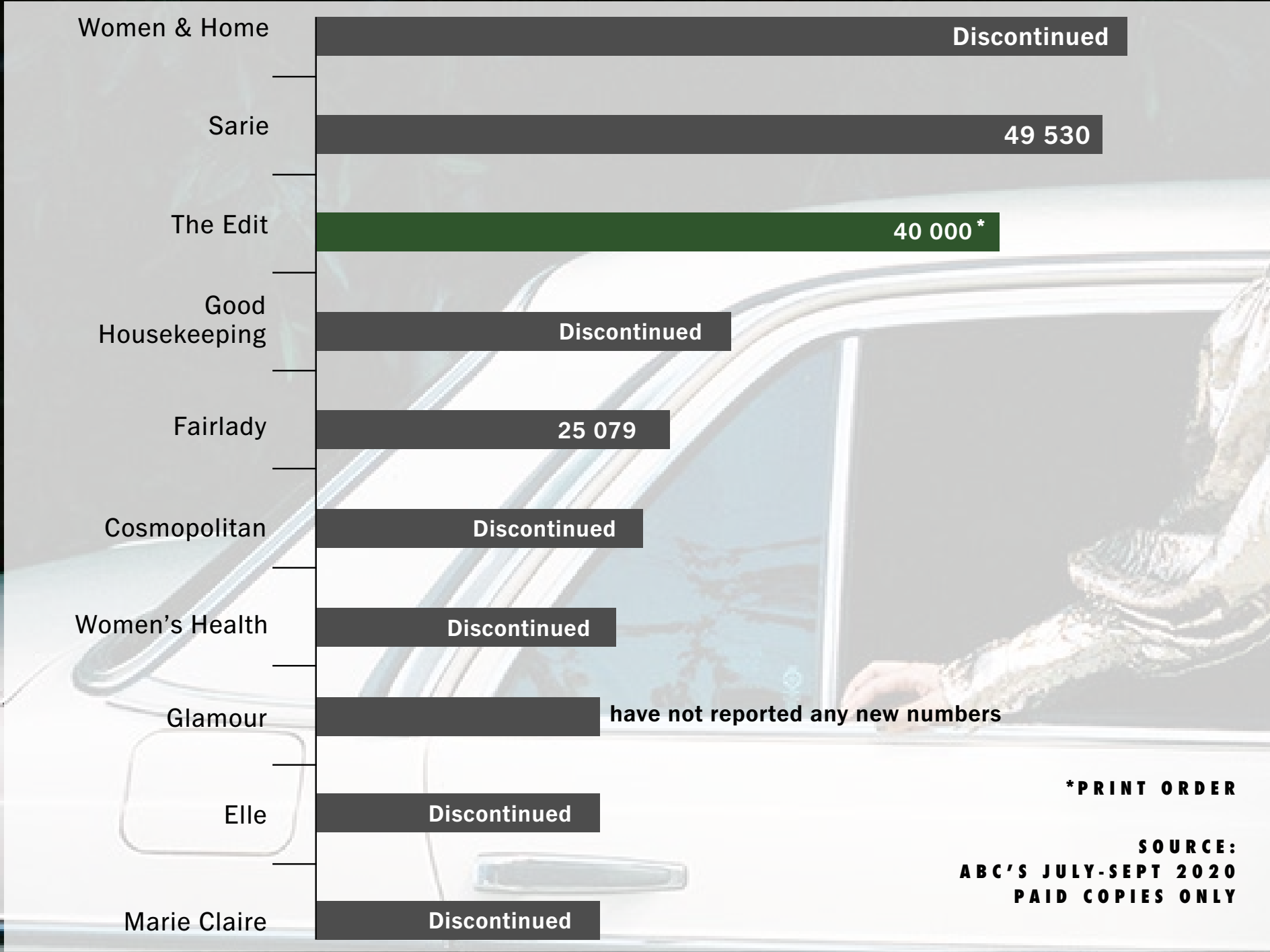


SPRING/ SUMMER

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 beach-ready body prep.

CIRCULATION





THE EDIT
LIVING

Sunday Times



In 2021 **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

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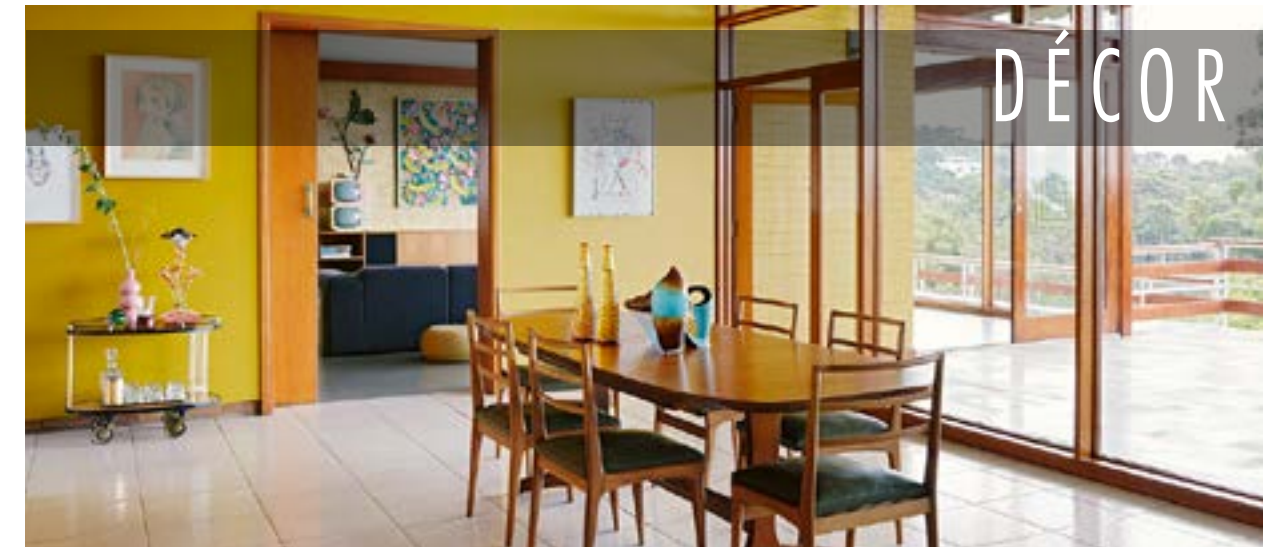
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CONTENT BREAKDOWN 2021



THEMES & PUBLICATIONS



7 MARCH

AUTUMN/ WINTER

Winter 2021 is all about softening your world and making your home a calm and cosy space to hibernate as we indulge in all the incredible textures and tones our local crafters and designers have to offer to insure this year will bring the much needed warm and comfort we all need more of.



19 SEPTEMBER

SPRING/ SUMMER

We have high hopes for summer 2021 and we're aiming to really celebrate life as we emerge into a new, warmer and safer world. We foresee tons of inspiration filler with colour and pattern, beautiful places and spaces and newness all around us!

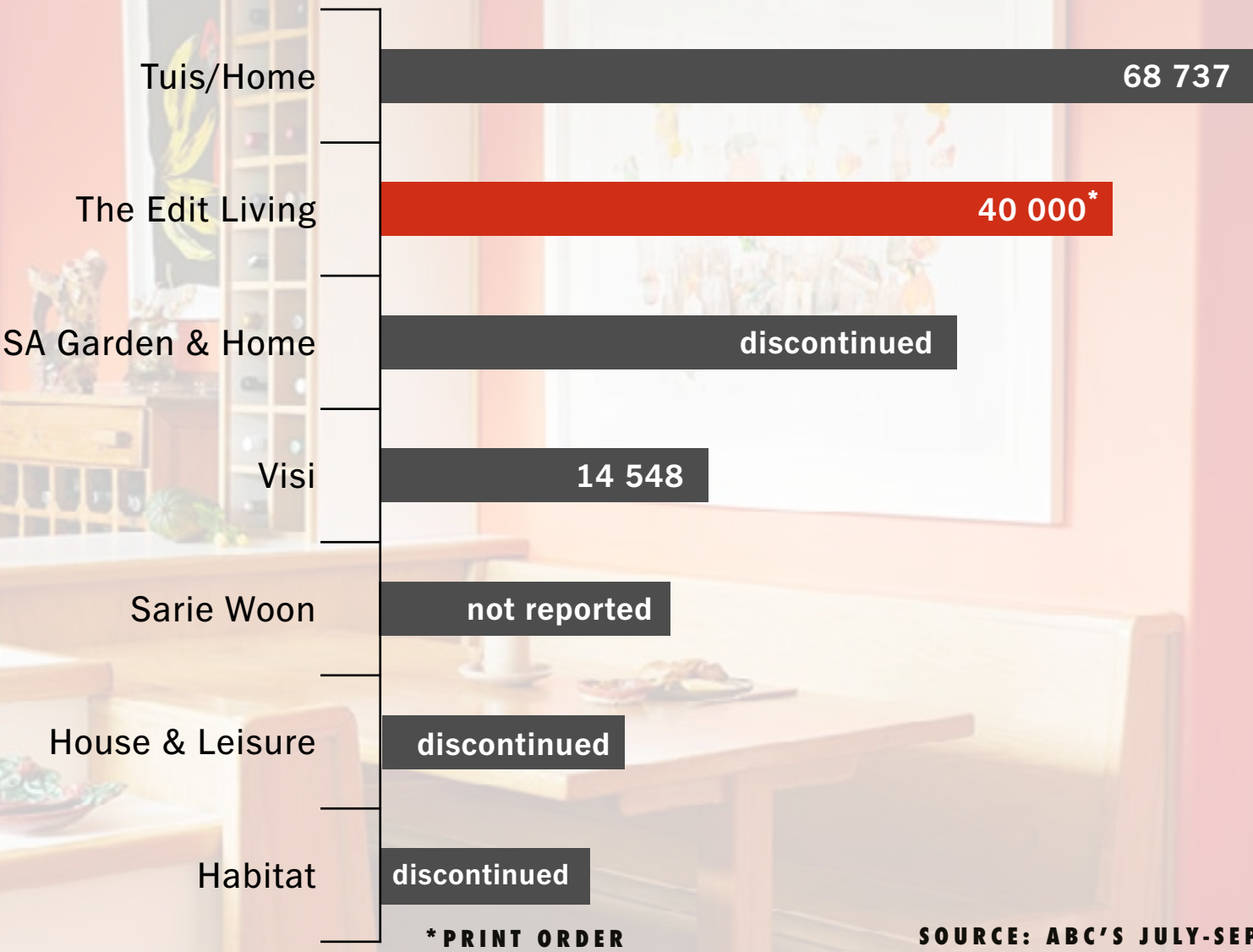
► THE EDIT LIVING PROPERTY SECTION

The Edit LIVING is the ideal environment to showcase your property portfolio with the country's biggest readership and circulation in this sector.

The Edit LIVING property feature will be a beautifully curated Special Property and Lifestyle Special Section in every issue of The Edit LIVING.

Our readers are affluent, discerning and aspirational - you need to be in this space.

CIRCULATION



SOURCE: ABC'S JULY-SEPT 2020
PAID COPIES ONLY



PUBLICATION DETAILS

PRINT AUDIENCE

PRINT ORDER

40 000

ESTIMATED READERSHIP

657,000

AVERAGE AGE

41 years

MALE

53%

FEMALE

47%

WORKING

54%

ARE BANKED

90%

MATRIC OR HIGHER EDUCATION

69%

SOURCE : PAMS FUSION 2020





INSERT	BELOW THE LINE	ABOVE THE LINE	MATERIAL	INSERT:
The Autumn /Winter edition:	5 FEB 2021	10 FEB 2021	19 FEB 2021	7 MARCH 2021
The Spring/Summer edition:	20 AUG 2021	25 AUG 2021	3 SEPT 2021	19 SEPT 2021

CALENDAR 2021

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

PLEASE NOTE:
AD MATERIAL MUST BE MADE UP TO THE TEXT SPECS ONLY. NO TRIM OR BLEED REQUIRED.

FORMAT: BROADSHEET

MATERIAL REQUIREMENTS

Full Page Text	578mm height x 330mm width
	550mm height x 310mm width No Bleed required
DPS Text	578mm height x 660mm width
	550mm height x 640mm width No Bleed required
Half Page Horizontal Text	289mm height x 330mm width
	273mm height x 310mm width No Bleed required
Half Page Vertical Text	578mm height x 165mm width
	550mm height x 148mm width No Bleed required

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)
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BAGGING

Insert of magazines into bag and seal	R1 350 per 1000
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*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: Siphiwe Nkosi
010 492 3430
CAXTON Ltd

14 Wright Street
Industria West
Johannesburg
Gauteng

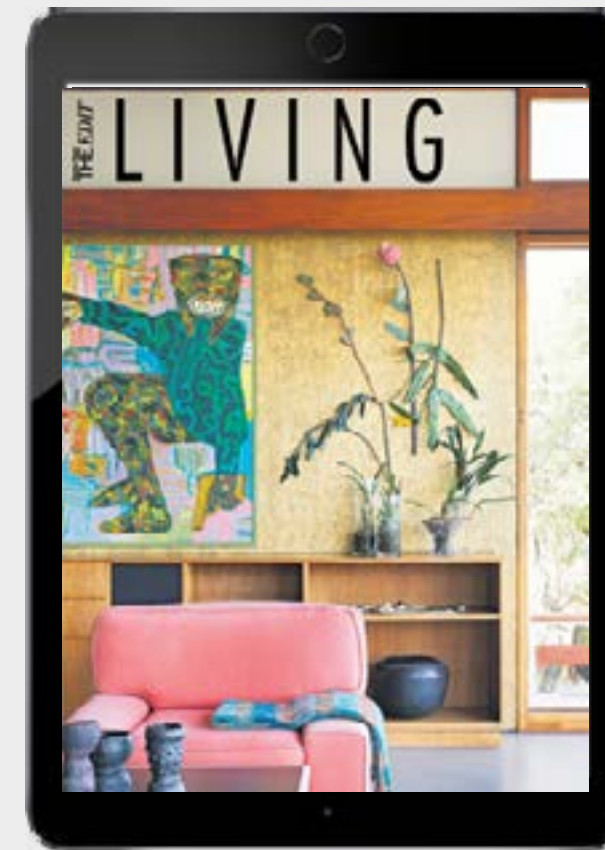
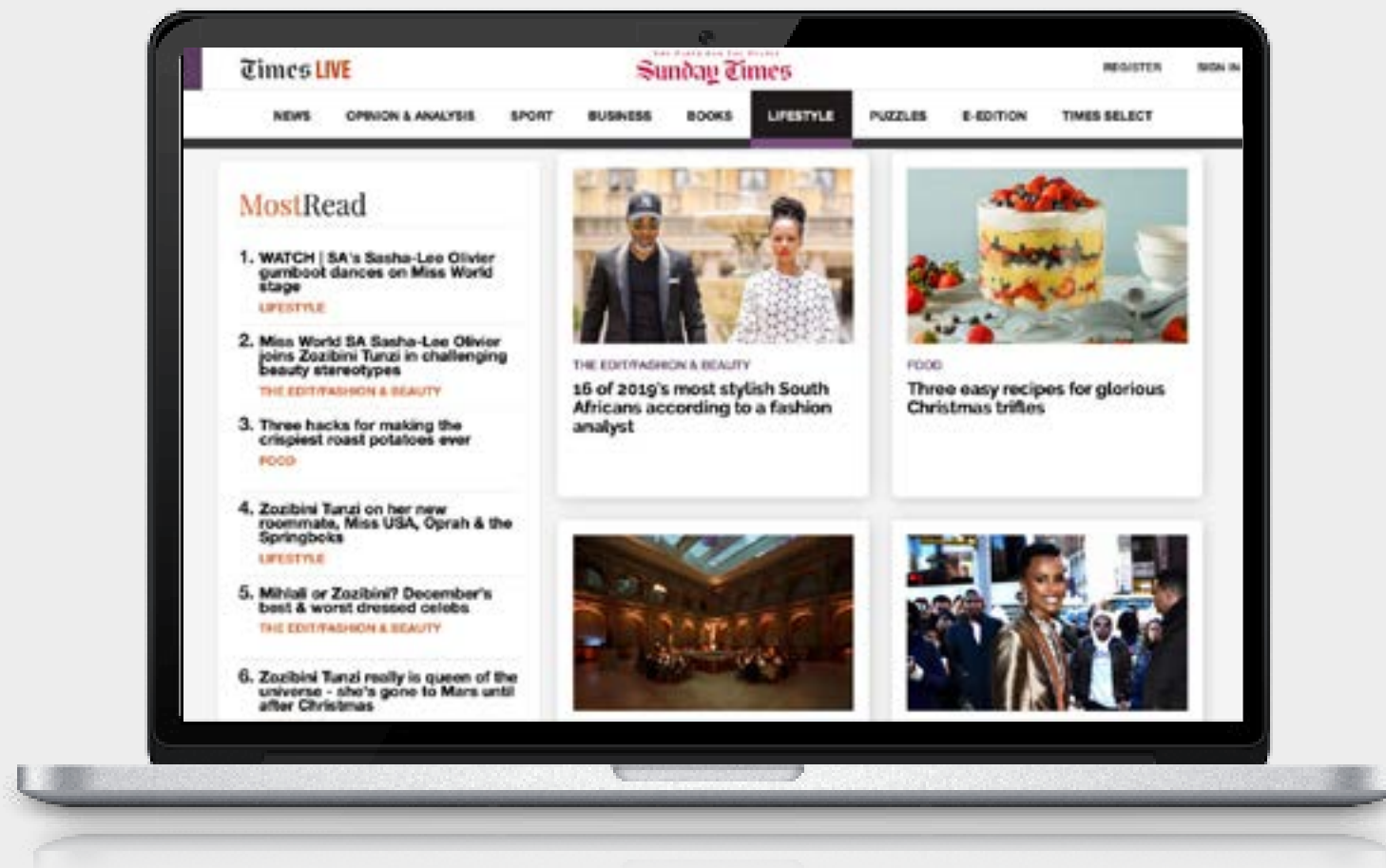
Delivery Times:
Monday - Friday
08h00 - 16h00

Please ensure consignments are properly marked with the below:

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



THE *EDIT* CONTENT ON **TIMESLIVE** LIFESTYLE SECTION

Average unique browsers per month:

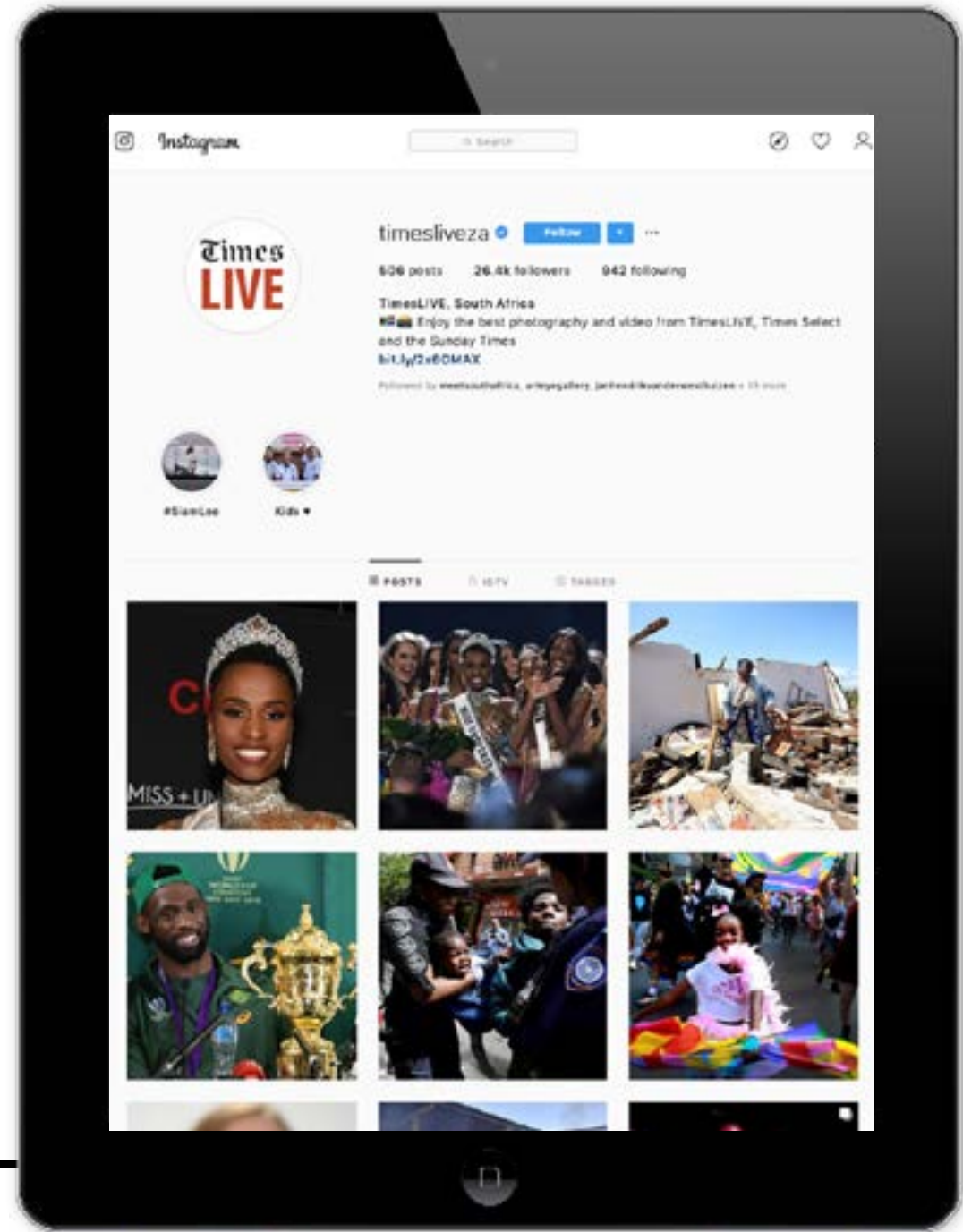
817 304

Average page views per month:

1 640 919

Average time on page:

01:36



GENDER SPLIT

46% 54%

DEVICES USED

67% 33%

AVG. TIME ON PAGES

1:34

Timeframe: Sept-Nov 2020 (Data provided reflects the average for this period)

Source: Narrative & Google Analytics

©2020 Arena Africa

AGE BREAKDOWN	
Age Group	Users (% of Total)
18 - 24	19%
25 - 34	24%
35 - 44	18%
45 - 54	16%
55 - 59	13%
60+	11%

TRAFFIC SOURCE	
Source	Users (% of Total)
Organic / Search	32%
Social	14%
Direct	43%
Display	0,40%
Referral	10%
Email	0,42%



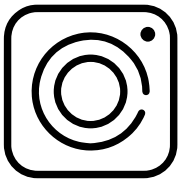
140 000



1 442 478



1 519 321



38 300

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/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

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/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

CONTACTS

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