

Sunday Times

the edit man

MEDIA KIT 2021

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COVERS



INTRODUCTION

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.

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CONTENT BREAKDOWN 2021

GROOMING



SPORT



POLITICS



OPINION



FASHION



THEMES AND PUBLICATIONS 2021



11 APRIL

**AUTUMN/
WINTER**



13 JUNE

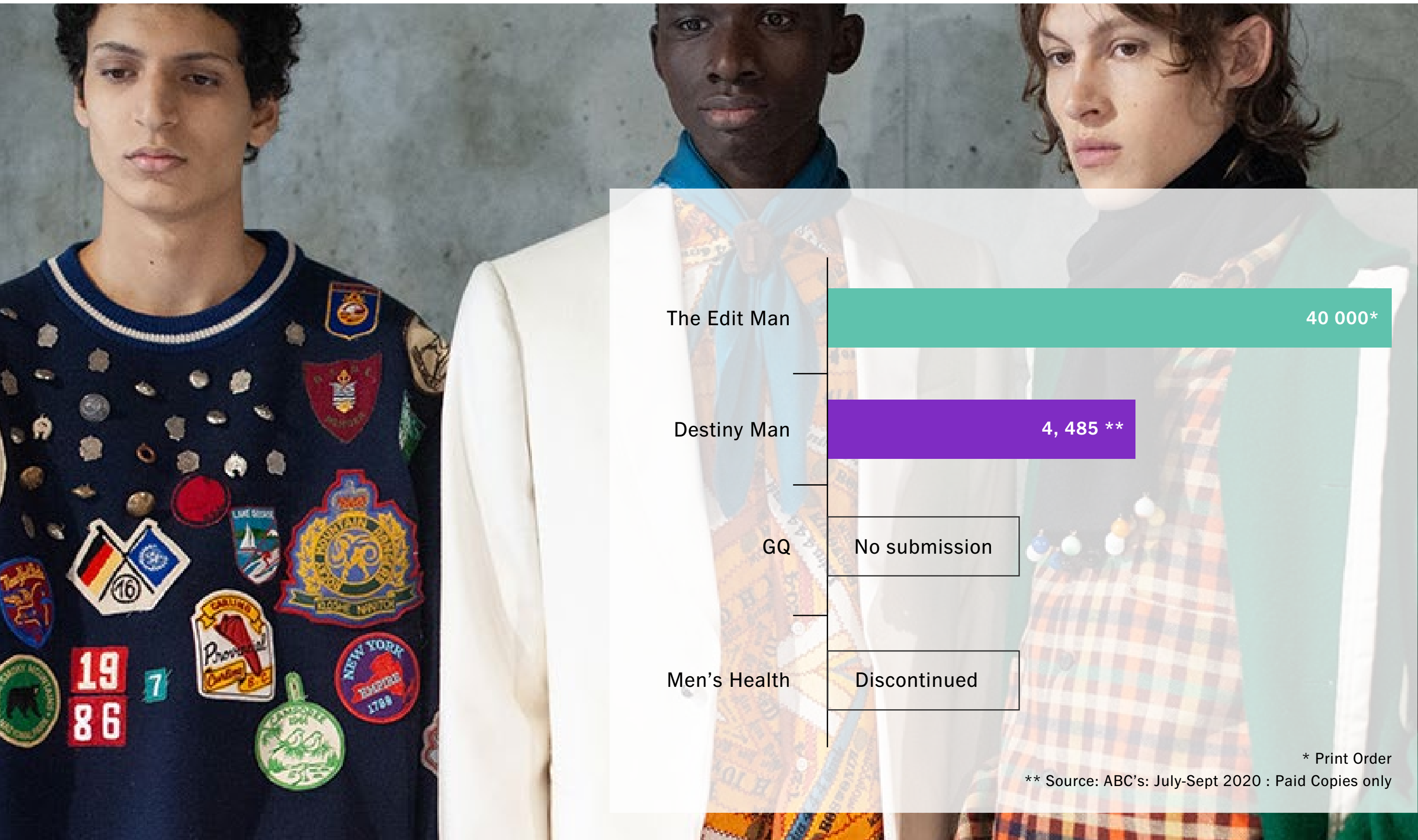
SPRING/



21 NOVEMBER

SUMMER

The GENTLEMAN'S edit of the best of the season for a bespoke LIFESTYLE. Fashion, grooming, the latest watch trends, technology, motoring, and thought-provoking articles in one SOPHISTICATED PACKAGE.



COMPETITORS & CIRCULATION

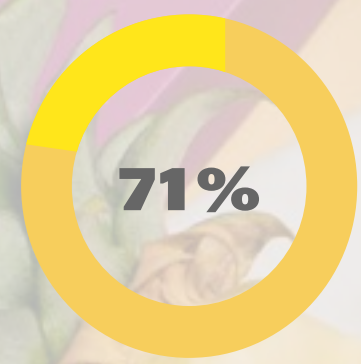
PRINT AUDIENCE

PRINT ORDER

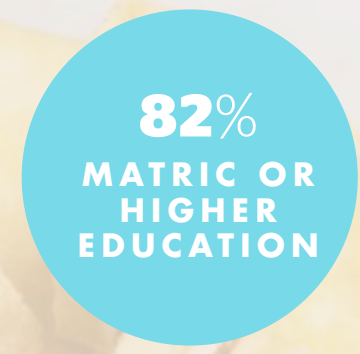
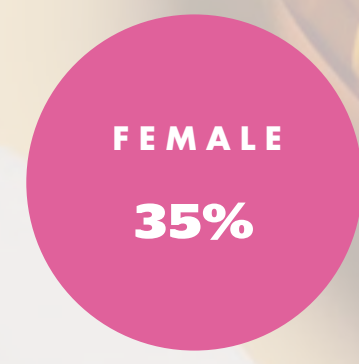
40 000

PAMS READERSHIP

389,000



SEM 7 - 10



SOURCE:
PAMS FUSION 2020

CALENDAR 2021

	BELOW THE LINE	ABOVE THE LINE	MATERIAL
11 APRIL	12 MARCH 2021	17 MARCH 2021	26 MARCH 2021
13 JUNE	14 MAY 2021	19 MAY 2021	28 MAY 2021
21 NOVEMBER	22 OCTOBER 2021	27 OCTOBER 2021	5 NOVEMBER 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



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

PRINT

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



RATES 2021

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

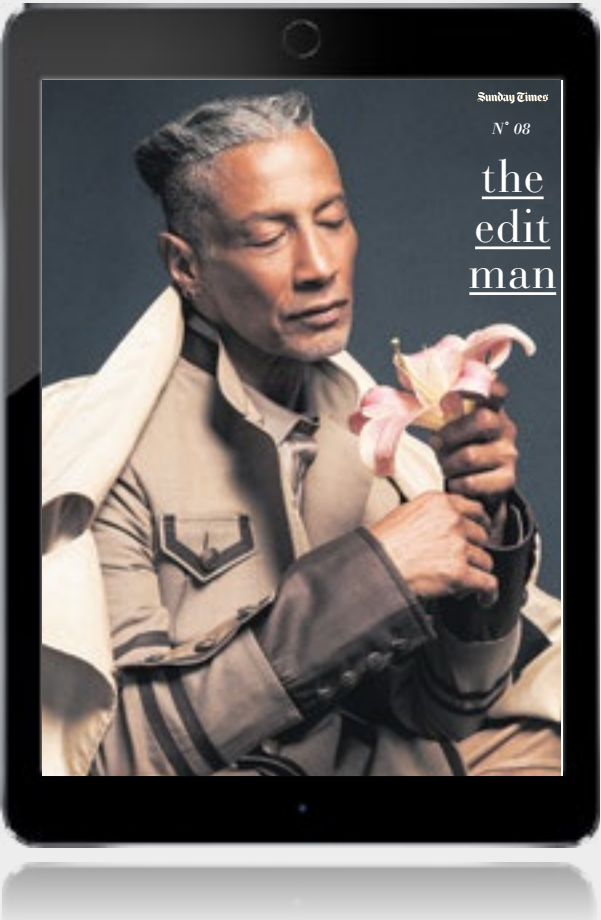
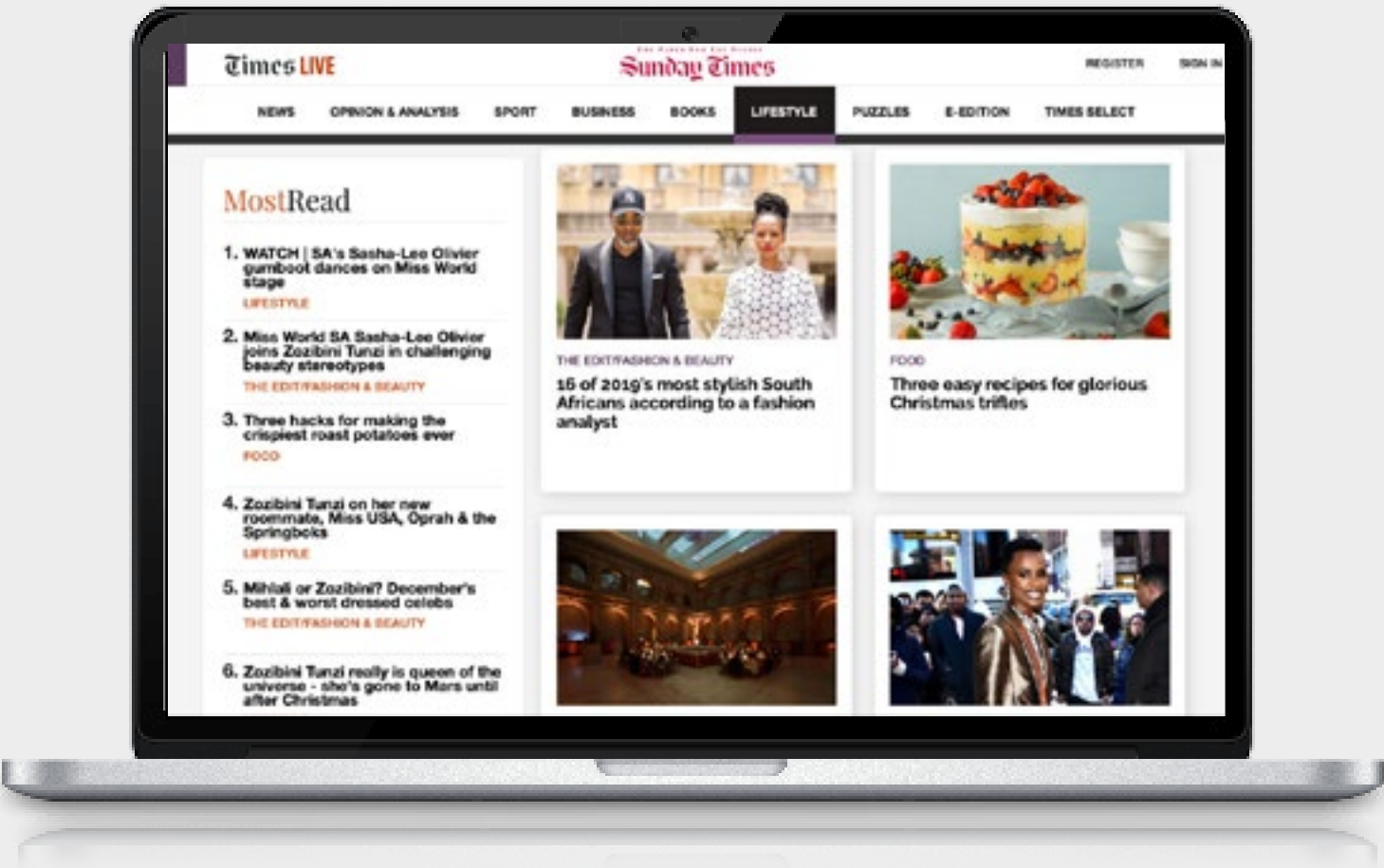
Delivery Times:
Monday - Friday
08h00 - 16h00

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 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:

817 304

Average page views per month:

1 640 919

Average time on page:

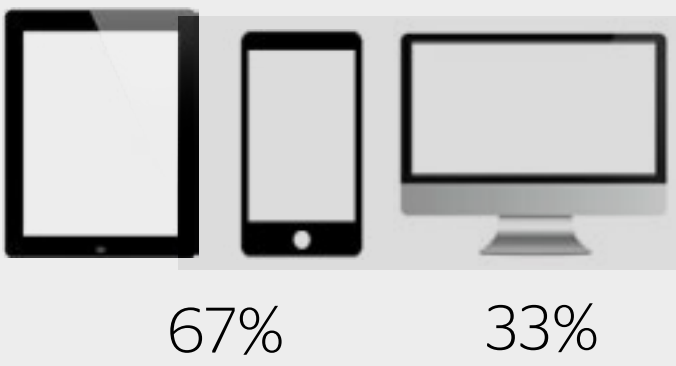
01:36

Narratiive (Sep- Nov) ST lifestyle

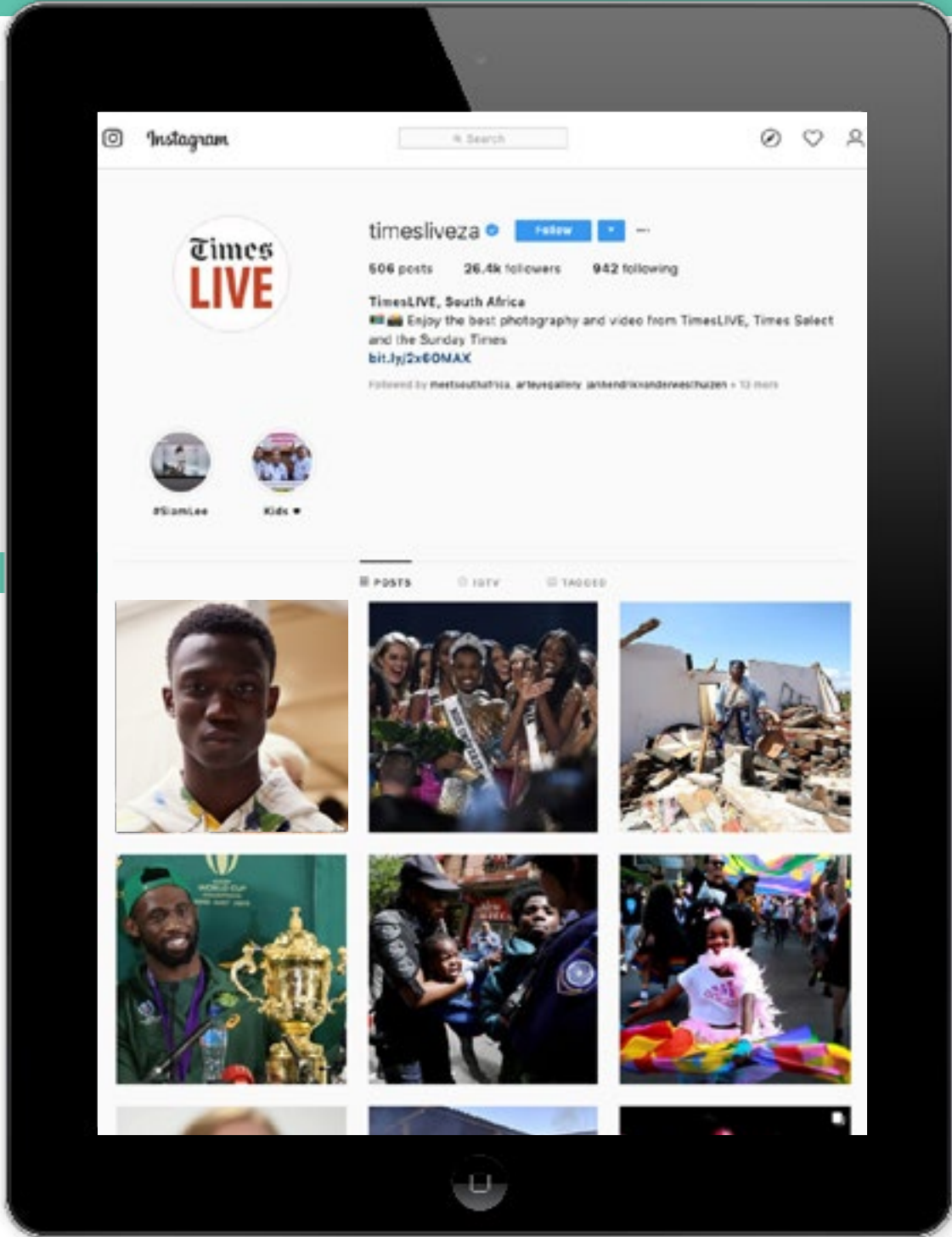
GENDER SPLIT



DEVICES USED



Timeframe: Sept-Nov 2020 (Data provided reflects the average for this period)
Source: Narratiive & 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)
Direct	43%
Organic / Search	32%
Social	14%
Referral	10%
Email	0,42%
Display	0,40%



589 124
(SUNDAY TIMES)



174 000
(SUNDAY TIMES)



14 000
The Edit
(ST FASHION)

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
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TOTAL PACKAGE OFFER:	R27 500
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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
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TOTAL PACKAGE OFFER:	R45 000
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CONTACTS

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