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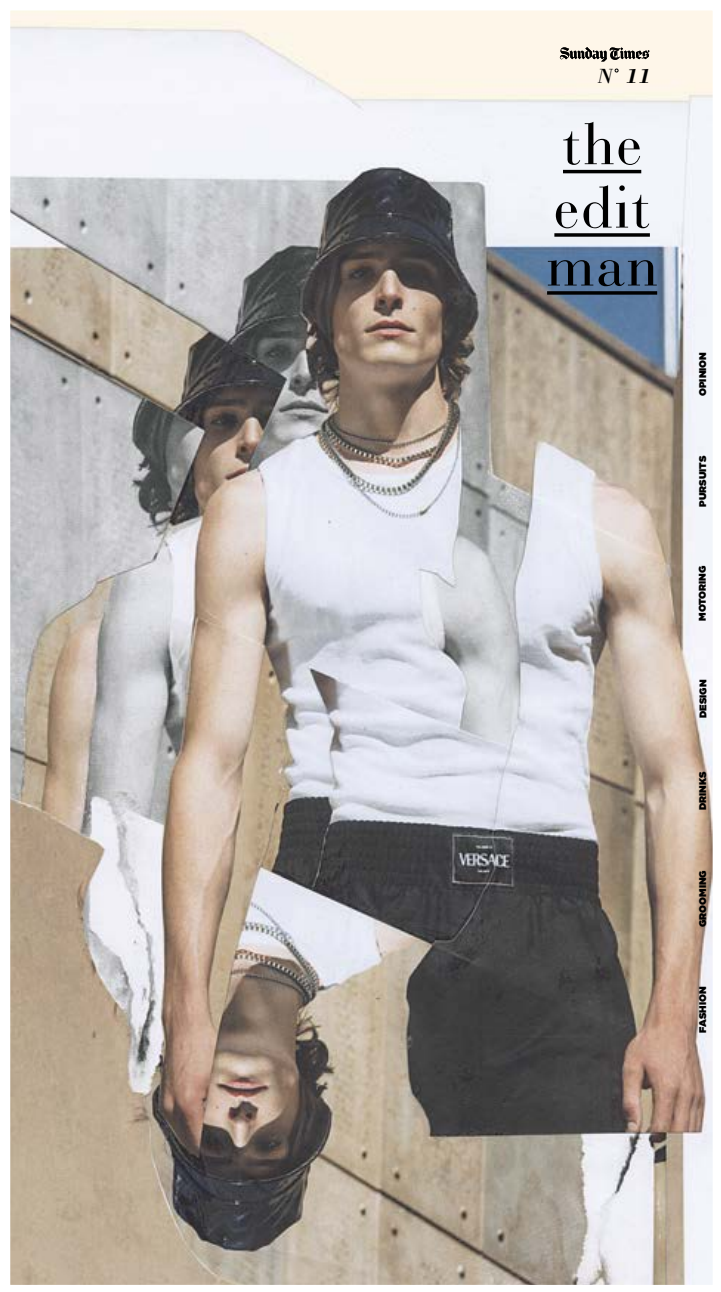
Sunday Times

the
edit
man
MEDIA KIT 2022

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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.

SHARON ARMSTRONG

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CONTENT BREAKDOWN
2022



MOTORING



WATCHES



GROOMING



FASHION



LIFESTYLE



OPINION



THEMES AND PUBLICATIONS 2022

AUTUMN/WINTER



24 APRIL

SPRING



12 JUNE

SUMMER



20 NOVEMBER

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.



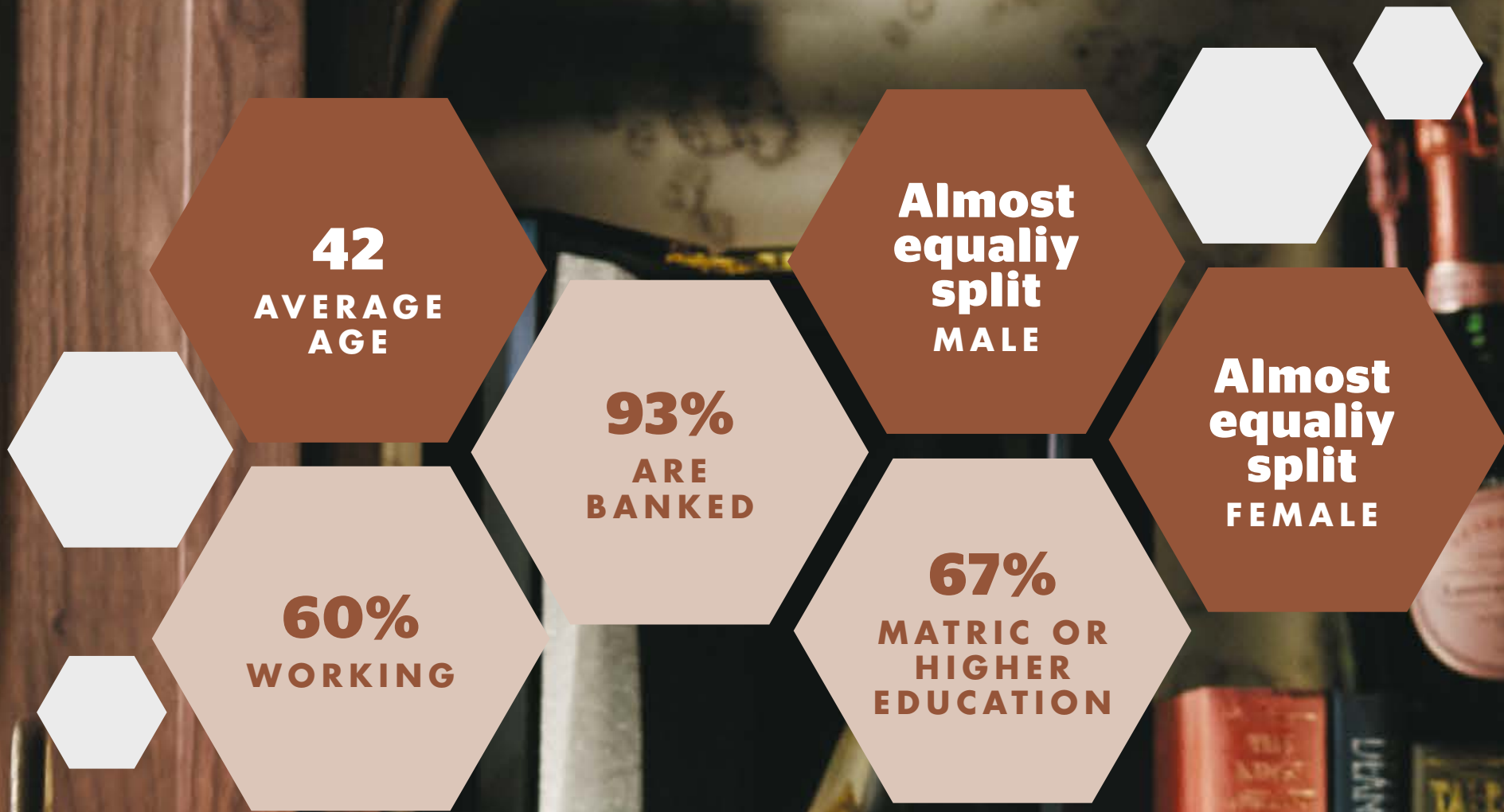
COMPETITORS & CIRCULATION

The Edit Man	27 775*
Destiny Man	No submission
GQ	3278
Men's Health	No submission

* Print Order
** Source: ABC's: Oct-Dec 2021 : Paid Copies only



PRINT AUDIENCE



27 775
PRINT ORDER

370 000
PAMS READERSHIP

SOURCE:
PAMS FUSION 2021



CALENDAR 2022

	24 APRIL	12 JUNE	20 NOVEMBER
BELOW THE LINE	25 MARCH 2022	13 MAY 2022	21 OCTOBER 2022
ABOVE THE LINE	30 MARCH 2022	18 MAY 2022	26 OCTOBER 2022
MATERIAL	8 APRIL 2022	27 MAY 2022	4 NOVEMBER 2022



ADVERTISING RATES

ADVERTISING RATES

Rates **INCLUDE** agency commission and **EXCLUDE VAT**

R53 294	FULL PAGE FULL COLOUR
R106 588	DOUBLE PAGE SPREAD
R31 976	HALF PAGE
R127 906	OPENING DOUBLE PAGE SPREAD
R117 246	SECOND DOUBLE PAGE SPREAD
R58 624	FULL PAGE NEXT TO CONTENTS
R58 624	FULL PAGE NEXT TO ED'S LETTER
R58 624	INSIDE BACK COVER
R63 952	OUTSIDE BACK COVER

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	550mm height x 310mm width No Bleed required
DPS Text	550mm height x 640mm width No Bleed required
Half Page Horizontal Text	273mm height x 310mm width No Bleed required
Half Page Vertical Text	550mm height x 148mm width No Bleed required



RATES 2022

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	



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

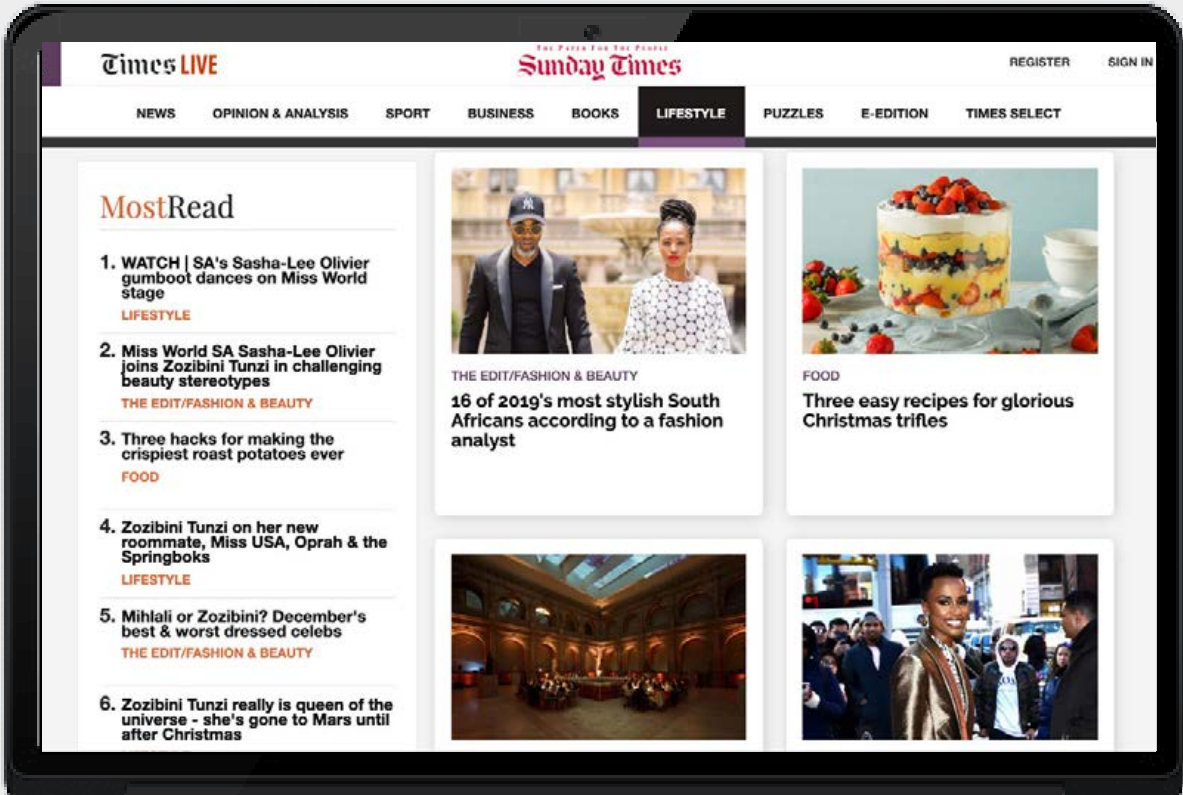
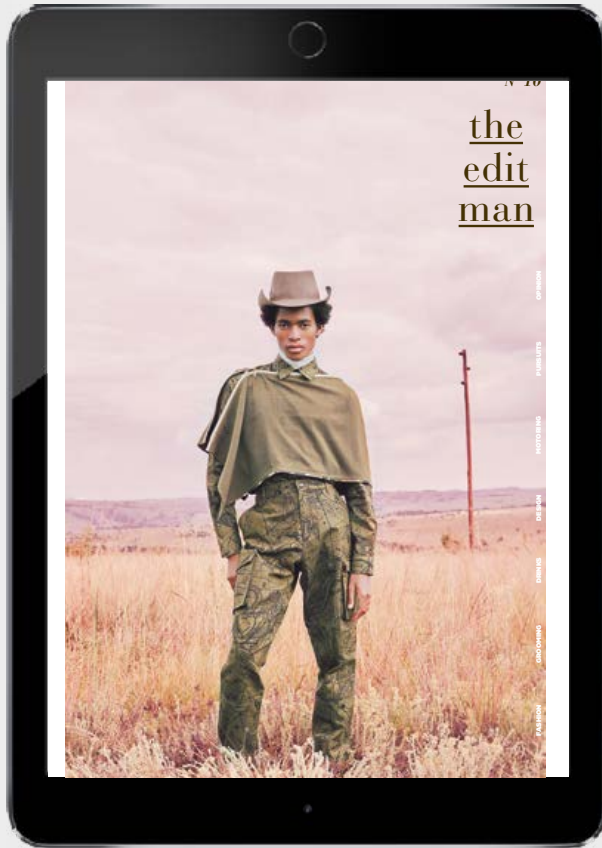
Please ensure consignments are properly marked with the below:

- 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.



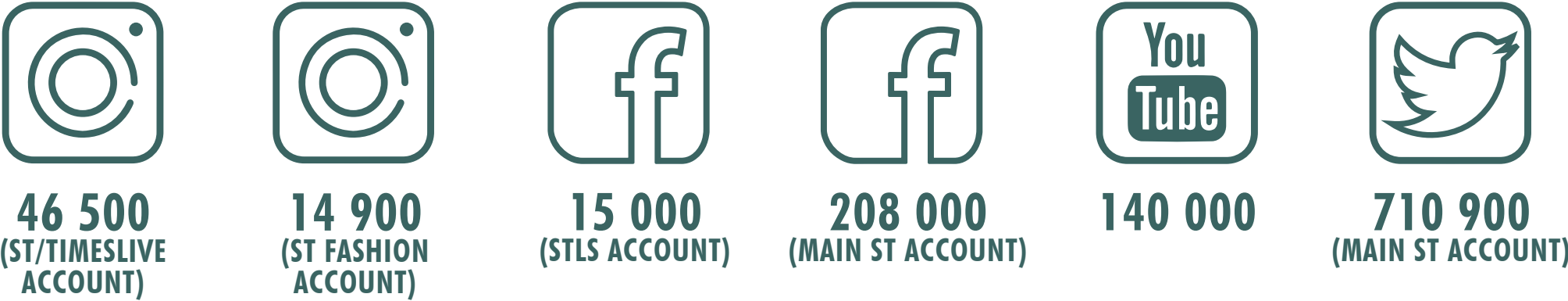
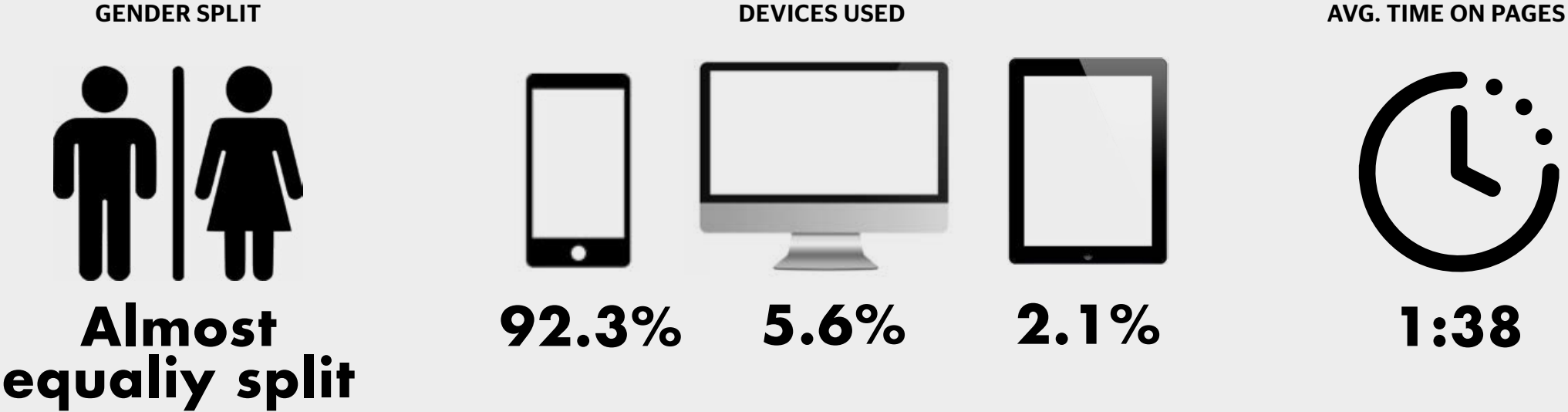
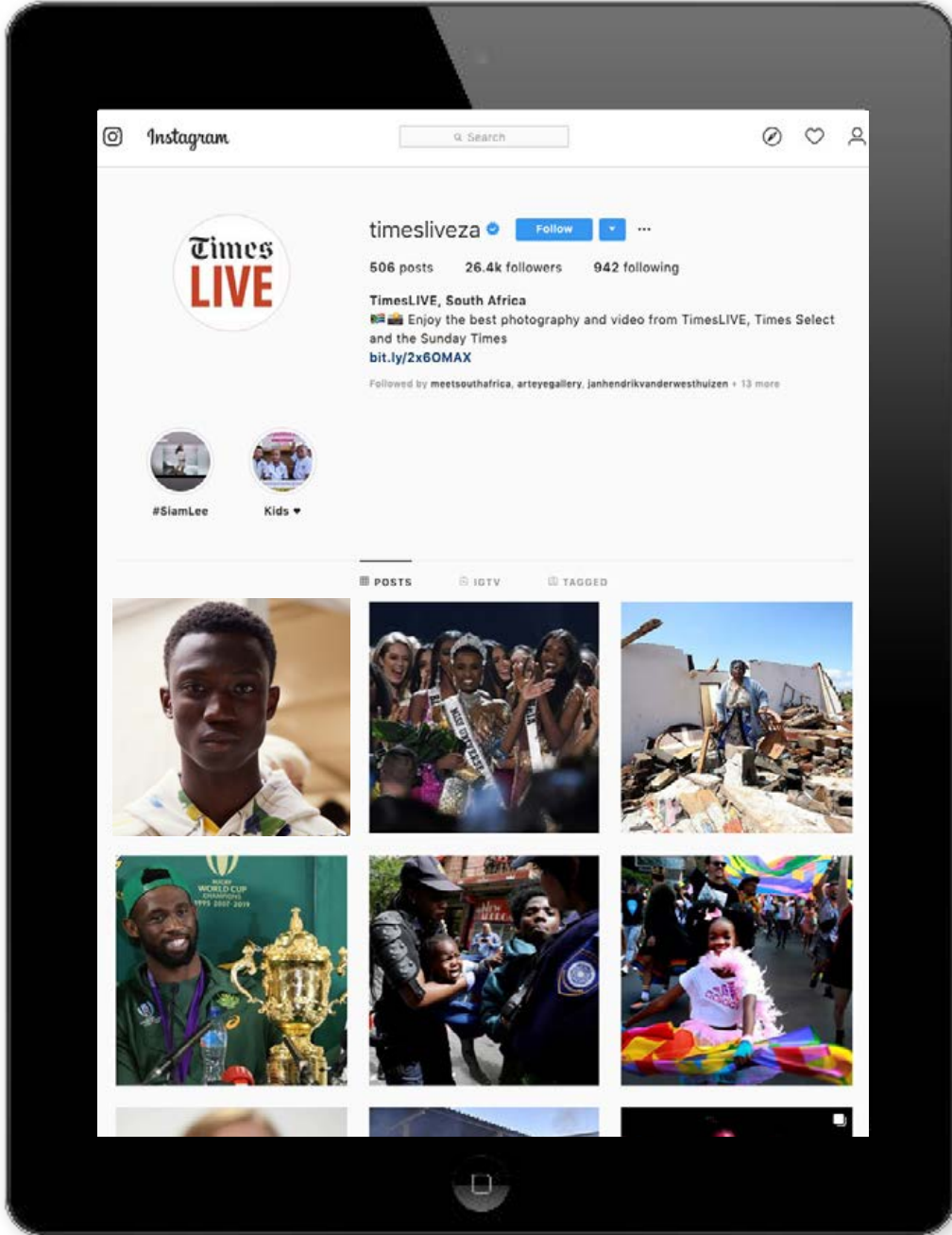
the edit man TIMESLIVE

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

THE EDIT CONTENT ON THE SUNDAY TIMES SECTION ON TIMESLIVE

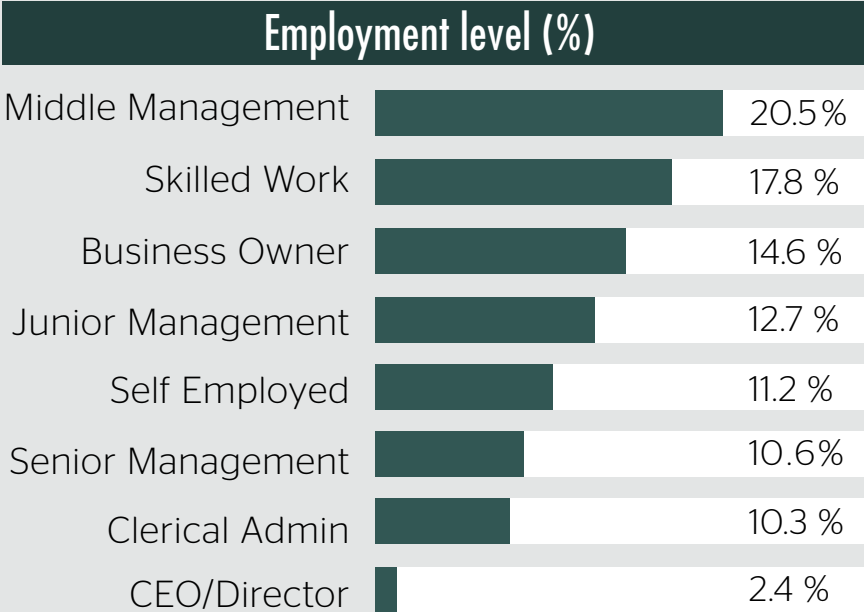
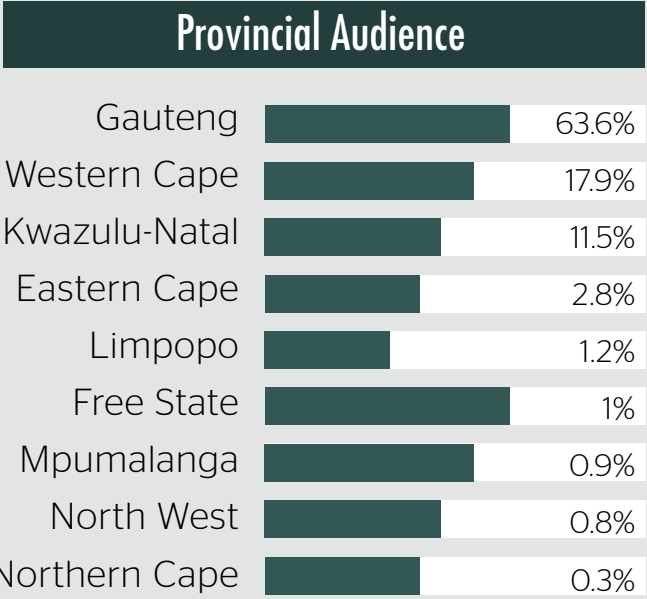


Timeframe: Jan-Dec 2021
(Data provided reflects the average for this period)
Source: Narratiive & GA ©2021. Arena Africa



the edit man TIMESLIVE

THE *EDIT* CONTENT ON THE SUNDAY TIMES SECTION ON **TIMESLIVE**



AGE BREAKDOWN	
Age Group	Users (% of Total)
18 - 24	13.5%
25 - 34	25.2%
35 - 44	19.6%
45 - 54	17%
55 - 64	13.6%
65+	11.2%

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

141 116
Average global unique
browsers per month

352 263
Average global page
views per month

01:38
Average time on page



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: R37 500. Package offer: R15 250.

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.

R66 000
TOTAL VALUE

R30 250
TOTAL PACKAGE OFFER



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: R75 000. Package offer: R30 500.

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.

R114 500
TOTAL VALUE

R50 500
TOTAL PACKAGE OFFER



CONTACTS

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