

# THE EDIT

Sunday Times

## MEDIA KIT 2022

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THE EDIT

THE EDIT  
LIVING



# CONTENTS

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



# COVERS







# THE *EDIT*

# INTRODUCTION

**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.**



## **SHARON ARMSTRONG**

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# CONTENT BREAKDOWN 2022



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.



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



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



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



# THEMES AND PUBLICATIONS



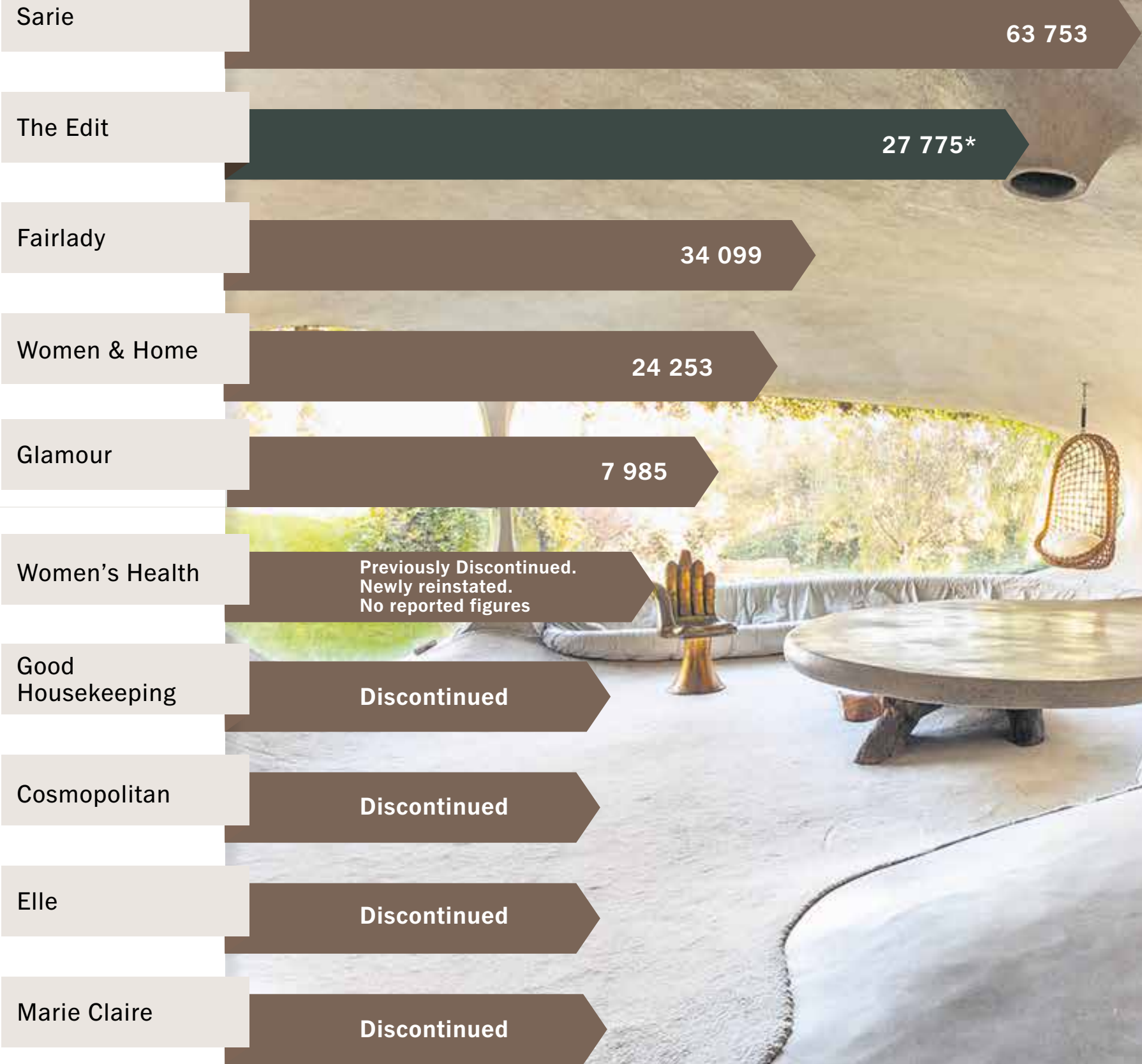
Art, design, photography, fascinating features, politics, opinion, interviews, and expert round-ups of the new season's trends from South Africa's top editorial and fashion team. Autumn and winter must-haves with a uniquely South African flavour, from luxury to high-street brands. Cover up for winter 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.



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

\*PRINT ORDER  
SOURCE:  
ABC'S OCT - DEC 2021  
PAID COPIES ONLY





THE EDIT  
LIVING



# INTRODUCTION

In 2022 **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**

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# CONTENT BREAKDOWN 2022

ART



INTERIORS



FOOD & DRINK



DESIGN



DÉCOR



GETAWAYS





# THEMES & PUBLICATIONS

AUTUMN/WINTER



SPRING/SUMMER



Winter 2022 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.

We have high hopes for summer 2022 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.

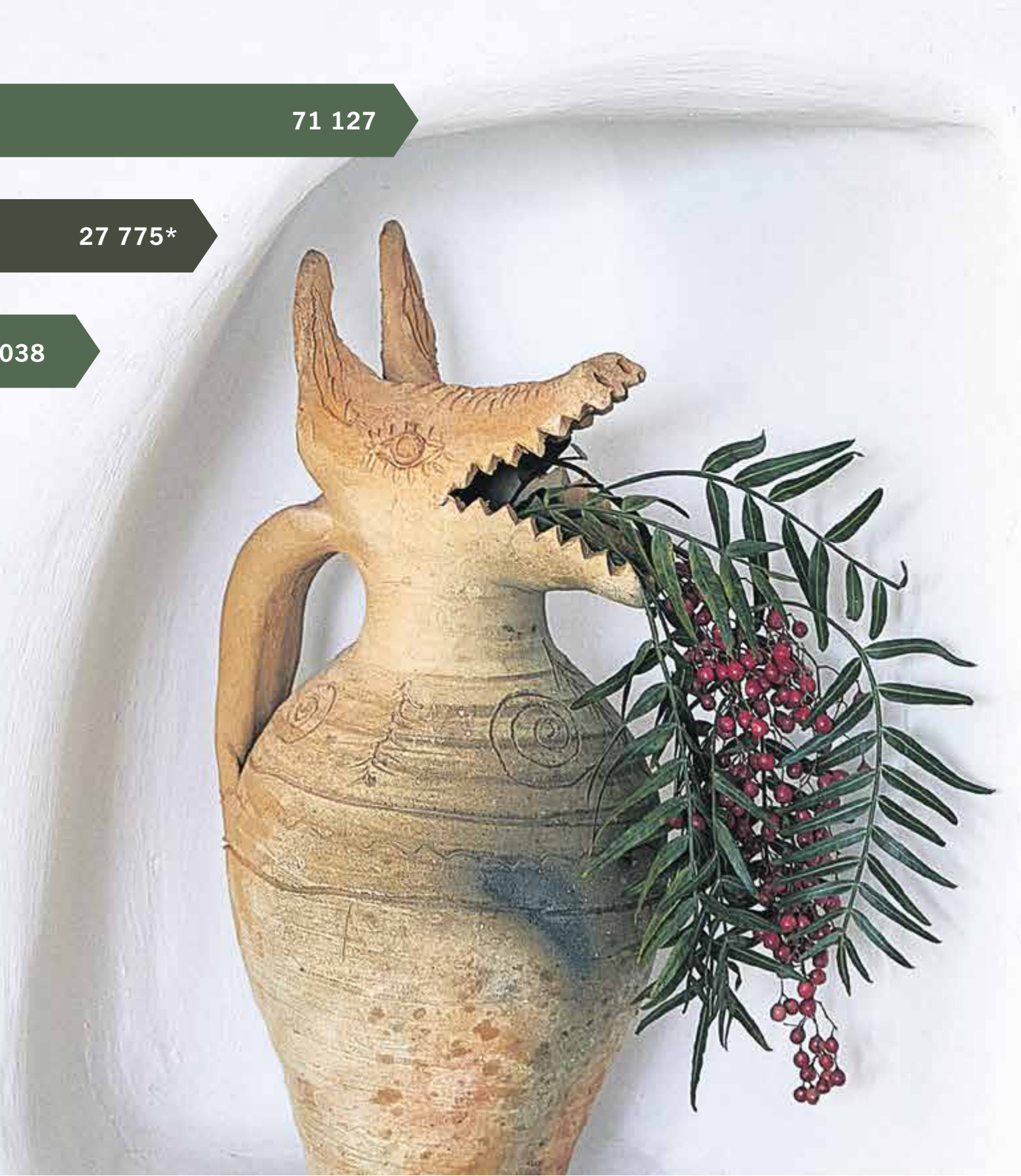
The Edit LIVING property feature will be a beautifully curated Special Property and Lifestyle Special Section in every issue of The Edit LIVING.

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





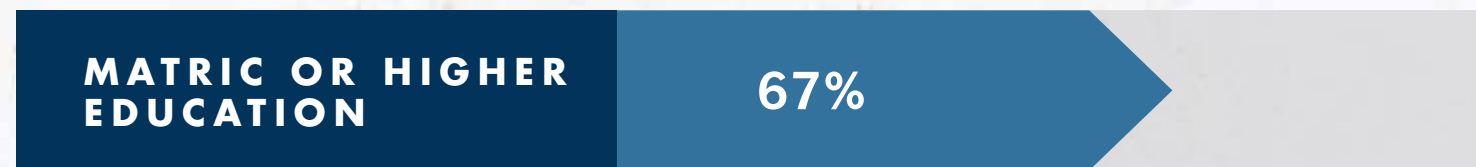
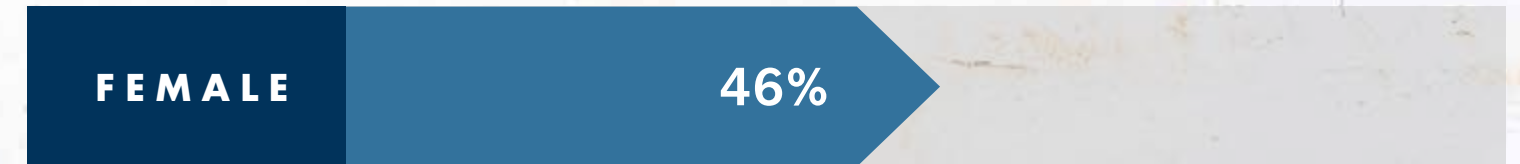
\*PRINT ORDER  
SOURCE: ABC'S OCT - DEC 2021  
PAID COPIES ONLY



CIRCULATION



# PRINT AUDIENCE



**42**  
AVERAGE  
AGE

**27 775**  
PRINT ORDER

**370 000**  
READERSHIP

SOURCE:  
PAMS FUSION 2021





# CALENDAR 2022

	THE AUTUMN/ WINTER EDITION:	THE SPRING/ SUMMER EDITION:
INSERT	27 MAR 2022	02 OCT 2022
BELOW THE LINE	25 FEB 2022	02 SEP 2022
ABOVE THE LINE	06 MAR 2022	07 SEP 2022
MATERIAL	11 MAR 2022	16 SEP 2022



# 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



# 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 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:

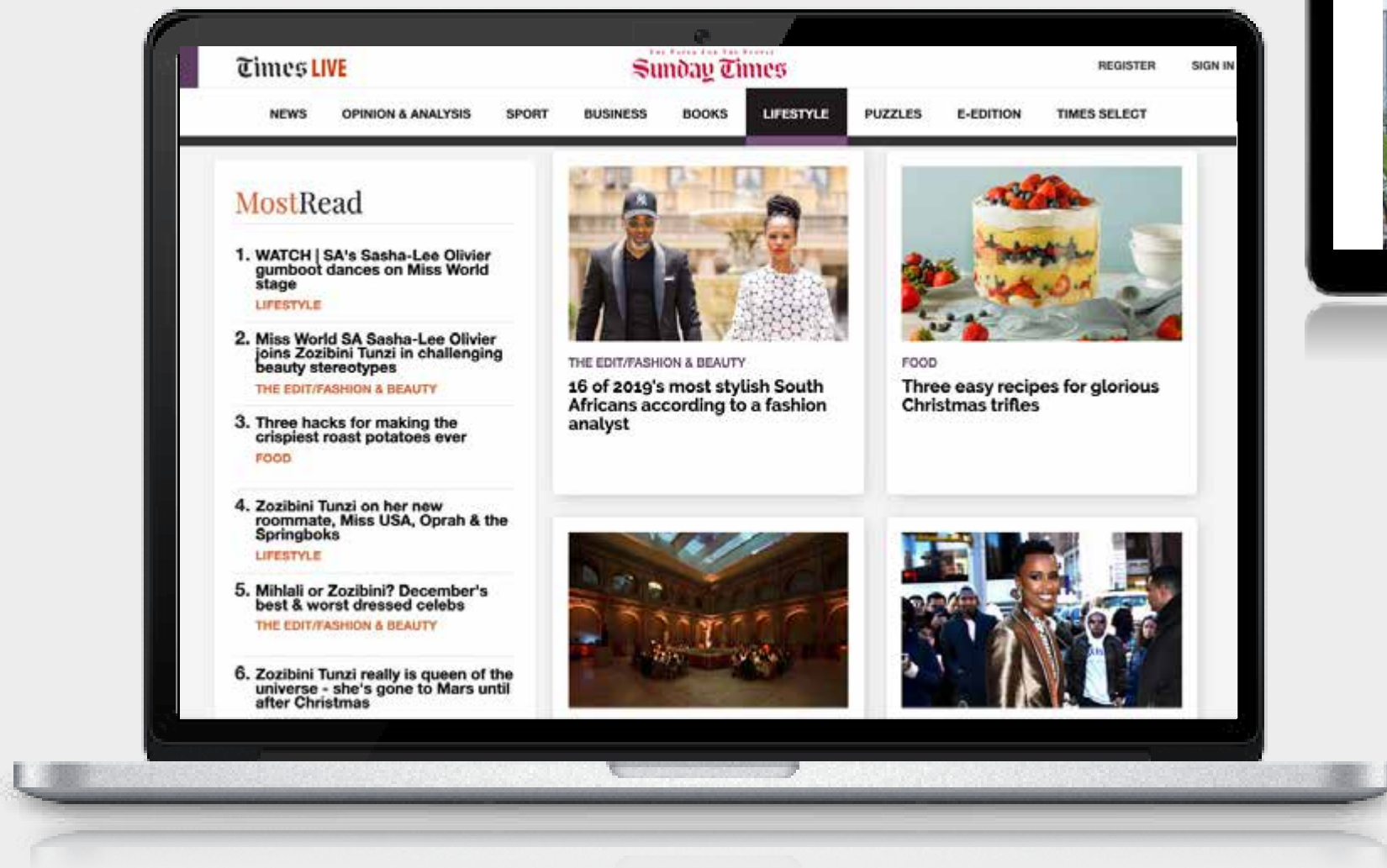
- Broadsheet, Issue with number of inserts/samples
  - Distribution: Full print run or specific number/ area/ retailer. Inserts to be delivered in boxes on pallets, securely packed and clearly marked with the name of insert, number per box, weight per box, number of boxes, name and issue of publication
  - Client contact details for queries to be supplied.
- NOTE: Inserts cannot be physically counted on delivery; client to ensure quantities supplied.



**DELIVERY  
DETAILS**



# THE *EDIT* TIMESLIVE



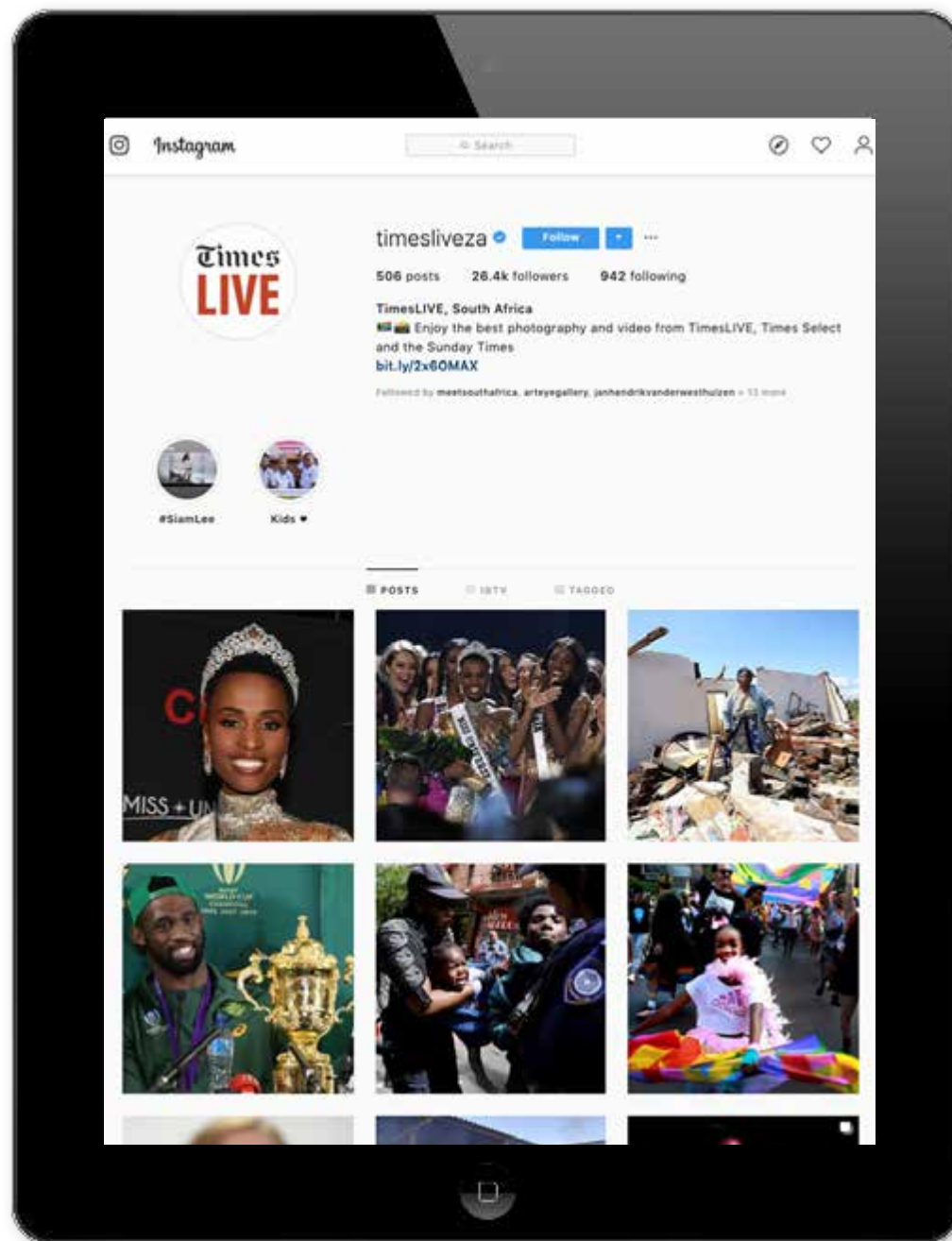
The Sunday Times Lifestyle section sets the trend in SA when it comes to matters of food, travel, fashion, books, health, sex, home and gardening, and much more. **THE EDIT** content can be found in the Lifestyle section on our TimesLIVE site.





# LIFESTYLE SECTION

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



### GENDER SPLIT



**38% 62%**

### DEVICES USED

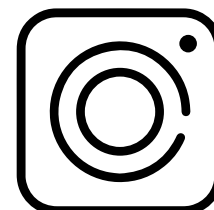


**92.3% 5.6% 2.1%**

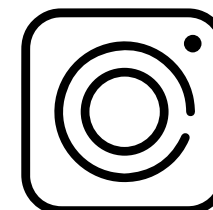
### AVG. TIME ON PAGES



**1:38**



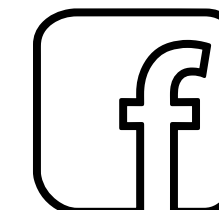
**46 500**  
(ST/TIMESLIVE  
ACCOUNT)



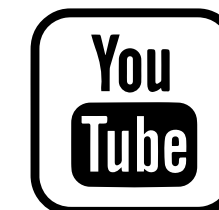
**14 900**  
(ST FASHION  
ACCOUNT)



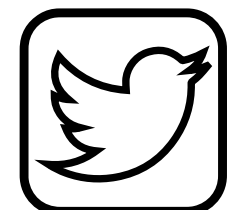
**15 000**  
(STLS ACCOUNT)



**208 000**  
(MAIN ST ACCOUNT)



**140 000**



**710 900**  
(MAIN ST ACCOUNT)

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



# LIFESTYLE SECTION

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

Provincial Audience		
Gauteng	<div></div>	63.6%
Western Cape	<div></div>	17.9%
Kwazulu-Natal	<div></div>	11.5%
Eastern Cape	<div></div>	2.8%
Limpopo	<div></div>	1.2%
Free State	<div></div>	1%
Mpumalanga	<div></div>	0.9%
North West	<div></div>	0.8%
Northern Cape	<div></div>	0.3%

Employment level (%)		
Middle Management	<div></div>	20.5%
Skilled Work	<div></div>	17.8 %
Business Owner	<div></div>	14.6 %
Junior Management	<div></div>	12.7 %
Self Employed	<div></div>	11.2 %
Senior Management	<div></div>	10.6%
Clerical Admin	<div></div>	10.3 %
CEO/Director	<div></div>	2.4 %

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

# 1 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: R37 500. Package offer: R15 250.**

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.

**R66 000**

TOTAL VALUE

**R30 250**

TOTAL PACKAGE OFFER



# PACKAGE TWO

# 2 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: R75 000. Package offer: R30 500.**

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.

**R114 500**  
TOTAL VALUE

**R50 500**  
TOTAL PACKAGE OFFER



# CONTACTS



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