

THE *EDIT*

MEDIA KIT 2023

Sunday Times

the
edit
man

THE EDIT

LIVING

SHARON ARMSTRONG

EDITOR: THE EDIT & THE EDIT MAN
ArmstrongS@arena.africa
+27 (0)83 687 2100

LEANA SCHOEMAN

EDITOR: THE EDIT LIVING
LeanaS@sundaytimes.co.za
+27 (0)83 468 1911



CONTENTS

THE EDIT	1	PUBLICATION DETAILS	16
INTRODUCTION	2	PRINT AUDIENCE	16
CONTENT BREAKDOWN	3	ADVERTISING RATES	17
THEMES & PUBLICATIONS	4	ADVERTISING SPECIFICATIONS	18
THE EDIT LIVING	5	INSERT RATES	19
INTRODUCTION	6	DELIVERY DETAILS	20
CONTENT BREAKDOWN	7	DIGITAL AUDIENCE	21
THEMES AND PUBLICATIONS	8	DIGITAL: THE EDIT ONLINE	22
COMPETITORS AND CIRCULATION	9	PACKAGE DETAILS	24
THE EDIT/THE EDIT LIVING CALENDAR 2023	10	PACKAGE OPTIONS	25
THE EDIT MAN	11	PULLOUT SECTION SPECIAL	27
CONTENT BREAKDOWN	12	ADVERTISING CONTACTS	28
THEMES AND PUBLICATIONS	13		
COMPETITORS AND CIRCULATION	14		
THE EDIT MAN CALENDAR 2023	15		

INTRODUCTION



**SHARON
ARMSTRONG**

The Edit is the curated version of the Sunday Times Lifestyle magazine. The best of fashion, beauty, food, and travel, as well as 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.



CONTENT BREAKDOWN 2023



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.

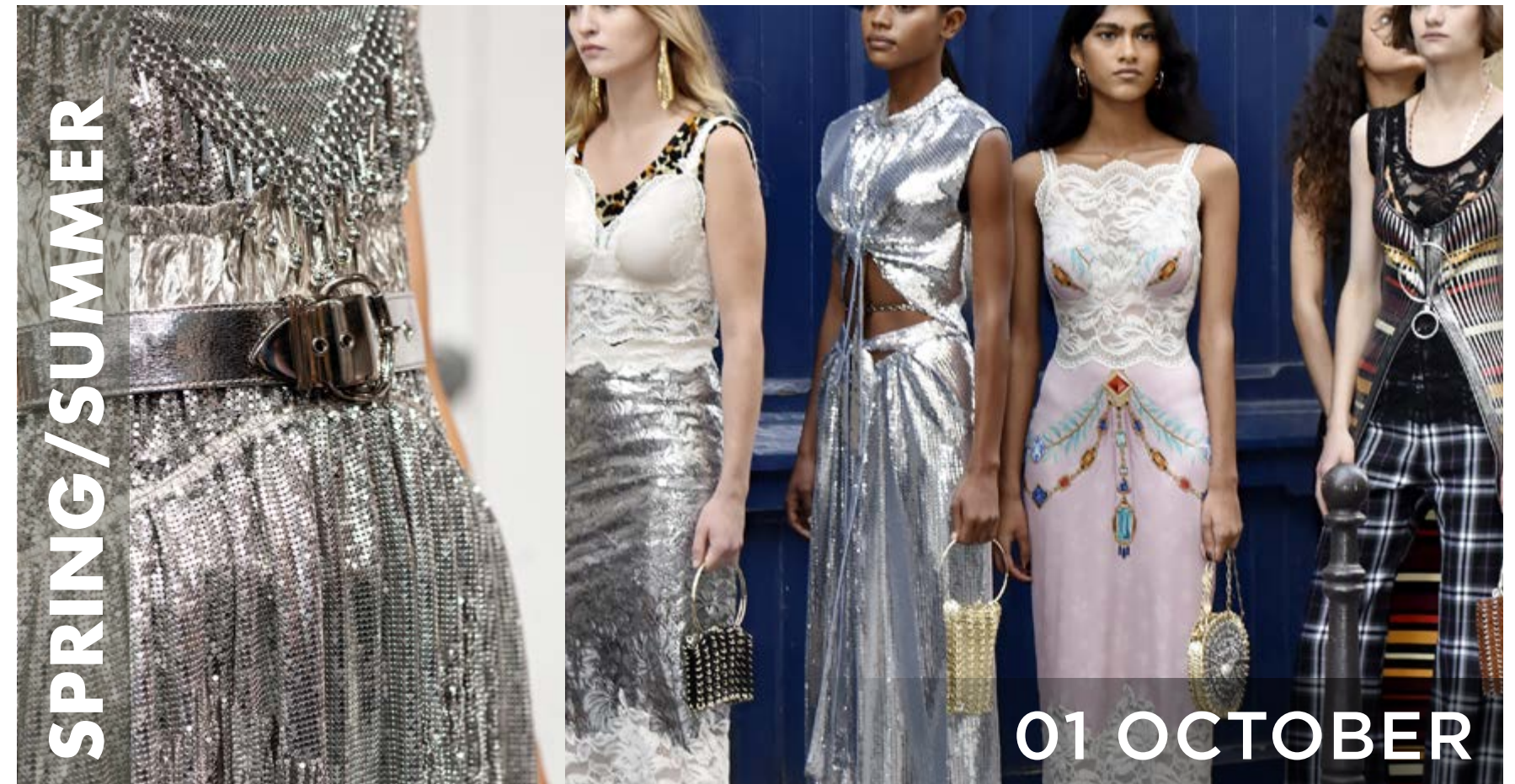


Our Living editor, Leana Schoeman, curates inspired design and lifestyles from South Africa and around the world.

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.



Sunday Times
THE EDIT
LIVING

INTRODUCTION



LEANA
SCHOEMAN

IN 2023 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.



CONTENT BREAKDOWN 2023

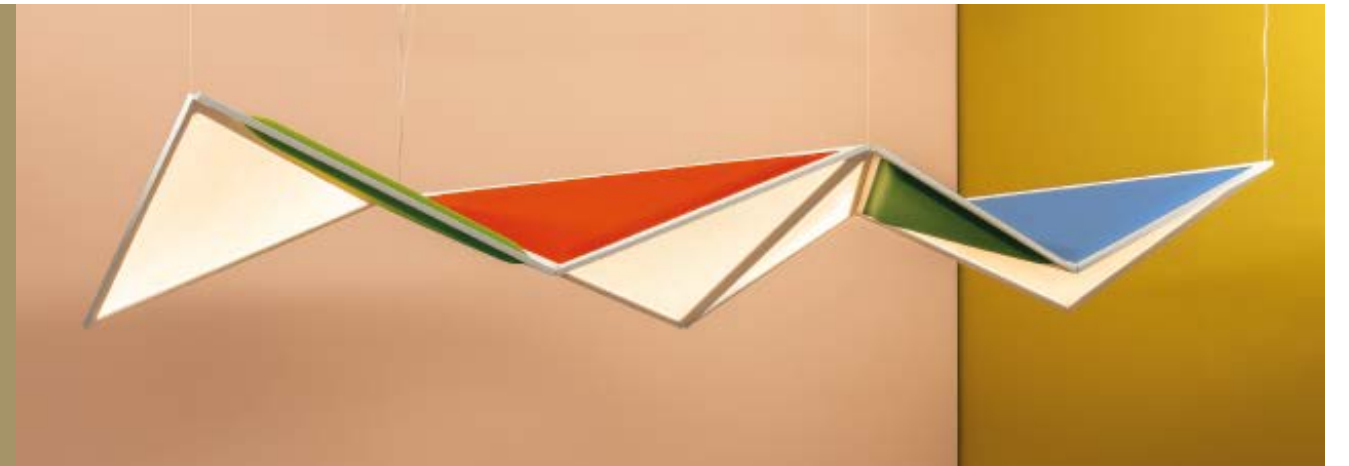
ART



INTERIORS



DESIGN



GETAWAYS



FOOD & DRINK



DÉCOR



THEMES AND PUBLICATIONS

AUTUMN/WINTER



16 APRIL

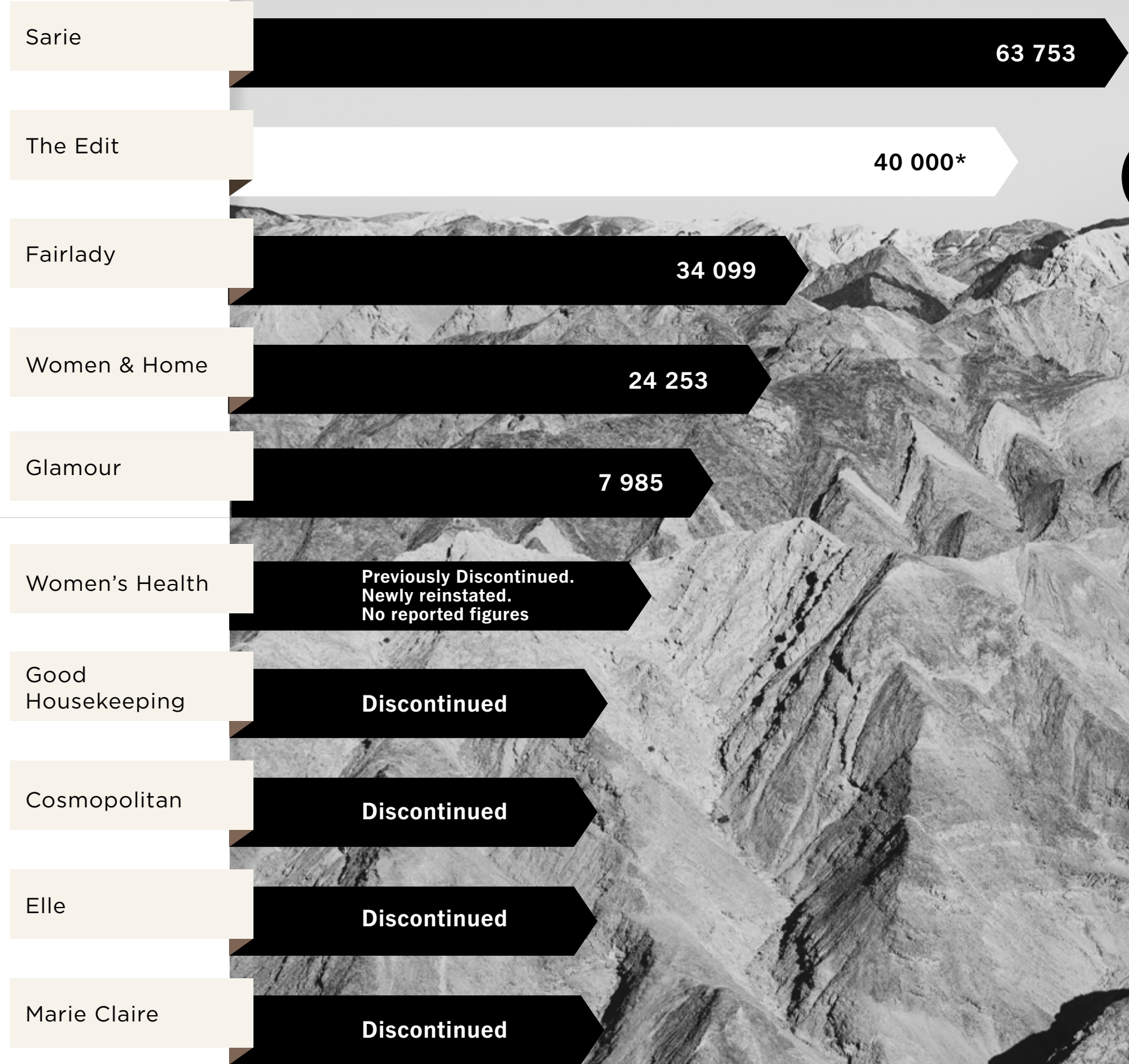
Winter 2023 is all about softening your world and making your home a calm and cosy space to hibernate as we indulge in all the incredible textures and tones our local crafters and designers have to offer to insure this year will bring the warm and comfort we all need more of.

SPRING/SUMMER



01 OCTOBER

We have high hopes for summer 2023 and we're aiming to really celebrate life as we emerge into a new, warmer and safer world. We foresee tons of inspiration filled with colour and pattern, beautiful places and spaces and newness all around us!



CIRCULATION

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

THE EDIT/ THE EDIT LIVING CALENDAR 2023

THE AUTUMN/WINTER EDITION:

BELOW THE LINE

24 March 2023

ABOVE THE LINE

29 March 2023

MATERIAL

31 March 2023

INSERT

16 April 2023

THE SPRING/SUMMER EDITION:

BELOW THE LINE

15 September 2023

ABOVE THE LINE

20 September 2023

MATERIAL

22 September 2023

INSERT

01 October 2023



Sunday Times

the edit man

**SHARON ARMSTRONG**

EDITOR: THE EDIT & THE EDIT MAN
ArmstrongS@arena.africa
+27 (0)83 687 2100

CONTENT BREAKDOWN 2023



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.



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

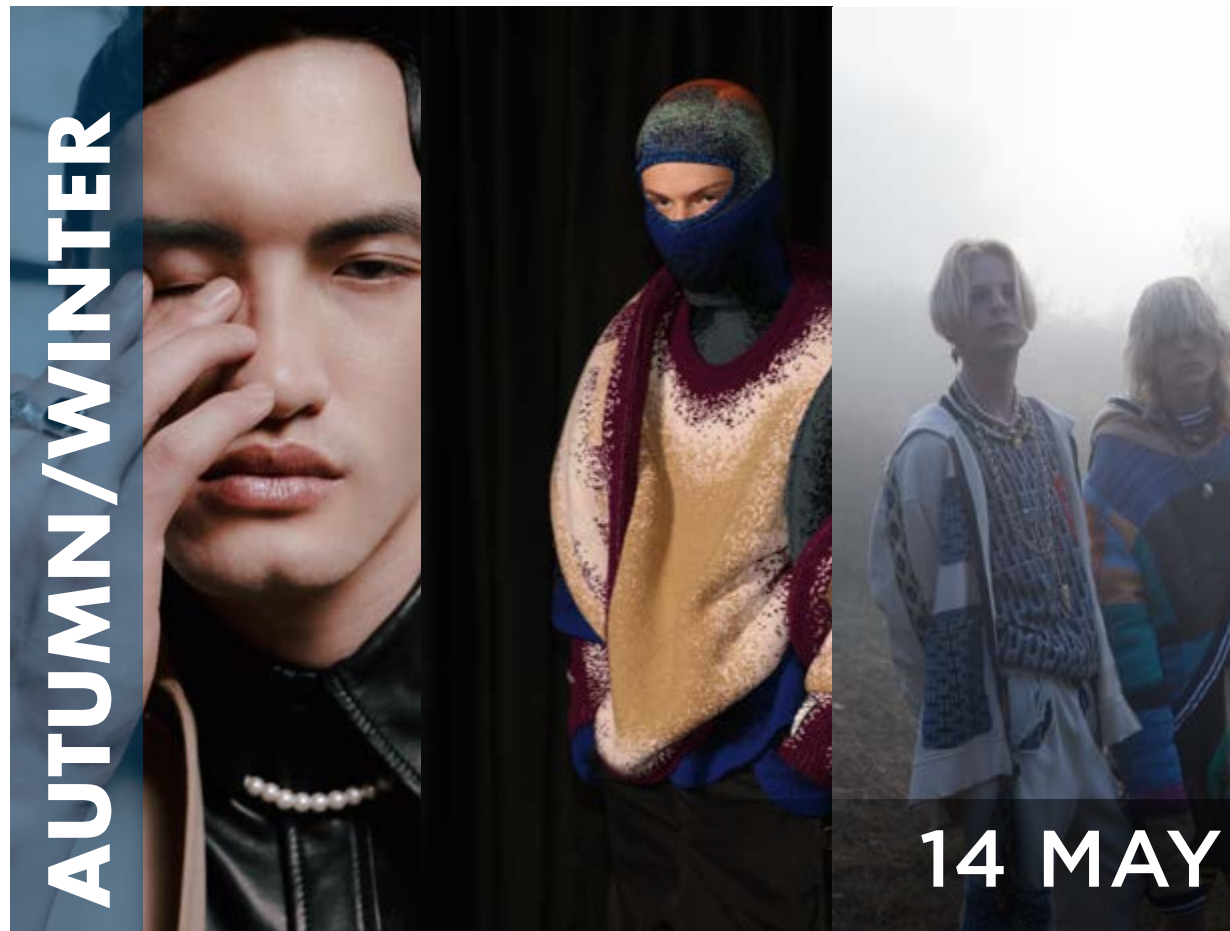


We look at the latest and greatest in the world of motoring while our columnist, Thomas Falkiner, entertains with a story for every ride on the road.



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

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.

The Edit Man	40 000*
Destiny Man	No submission
GQ	3278
Men's Health	No submission

COMPETITORS & CIRCULATION

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

THE EDIT MAN CALENDAR 2023

THE AUTUMN/WINTER EDITION:

BELOW THE LINE

21 April 2023

ABOVE THE LINE

26 April 2023

MATERIAL

28 April 2023

INSERT

14 May 2023

THE SPRING/SUMMER EDITION:

BELOW THE LINE

20 October 2023

ABOVE THE LINE

25 October 2023

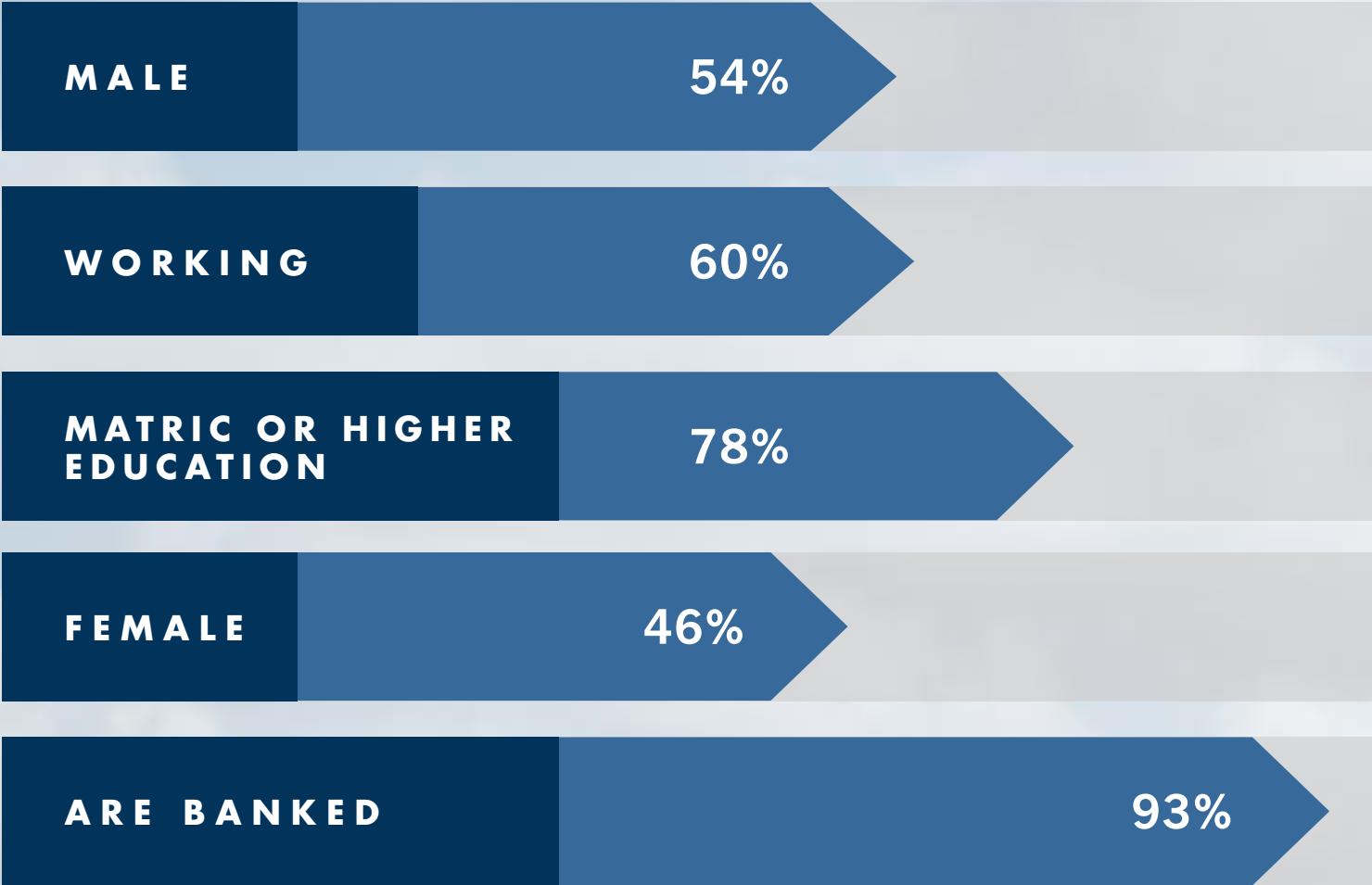
MATERIAL

27 October 2023

INSERT

12 November 2023

PRINT AUDIENCE



42
AVERAGE
AGE

40 000
PRINT ORDER

557 000
READERSHIP

SOURCES:
PAMS FUSION 2021, READ
2022, NARRATIIVE JUNE
2022, BRANDMAP 22





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:

PAGE SIZE: 578 mm x 330 mm
TEXT: 550 mm x 310 mm
BLEED: NO BLEED REQUIRED

DOUBLE PAGE SPREAD:

PAGE SIZE: 578 mm x 660 mm
TEXT: 550 mm x 640 mm
BLEED: NO BLEED REQUIRED

HALF PAGE VERTICAL:

PAGE SIZE: 578 mm x 165 mm
TEXT: 550 mm x 148 mm
BLEED: NO BLEED REQUIRED

HALF PAGE HORIZONTAL:

PAGE SIZE: 289 mm x 330 mm
TEXT: 273 mm x 310 mm
BLEED: 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)
--	---

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 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:

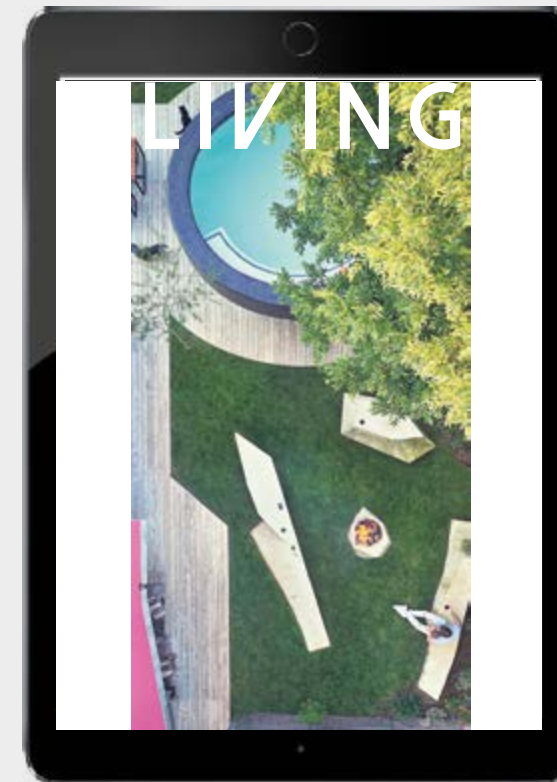
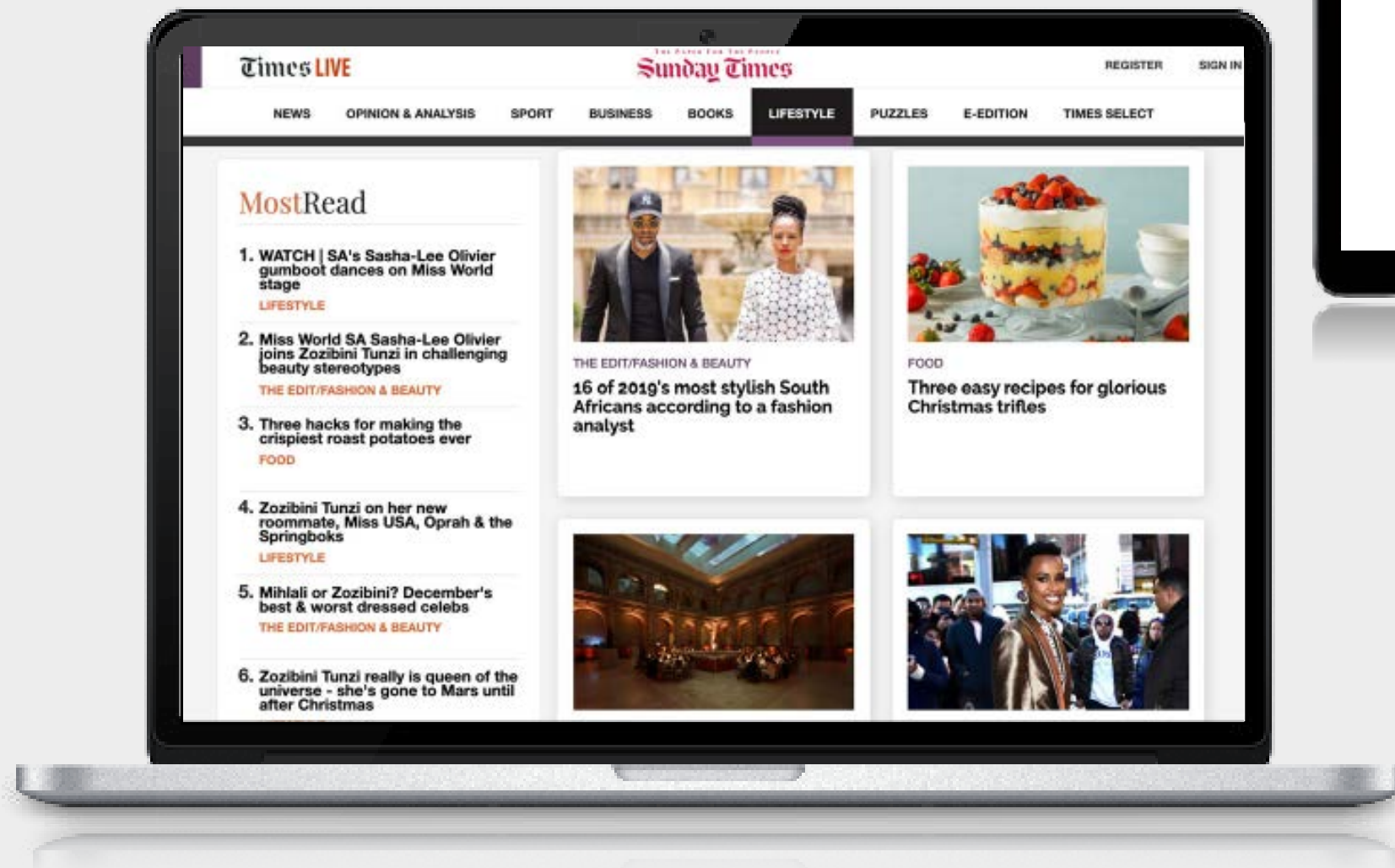
- **BROADSHEET**, Issue with number of inserts/samples
- **DISTRIBUTION**: Full print run or specific number/area/retailer. Inserts to be delivered in boxes on pallets, securely packed and clearly marked with the name of insert, number per box, weight per box, number of boxes, name and issue of publication
- **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

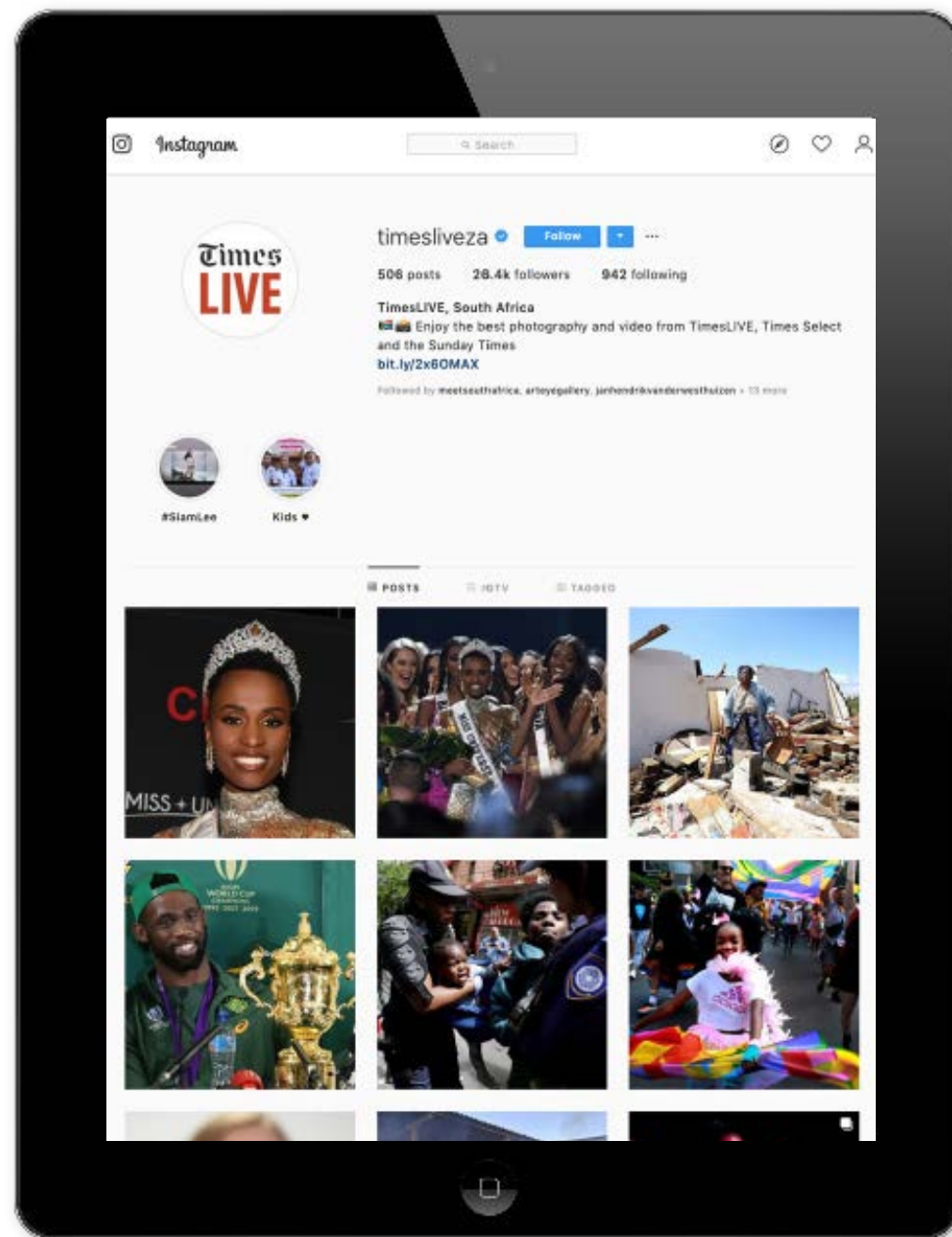


The Sunday Times Lifestyle section sets the trend in SA when it comes to matters of food, travel, fashion, books, health, sex, home and gardening, and much more. *THE EDIT* content can be found in the Lifestyle section on our TimesLIVE site.



LIFESTYLE SECTION

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



GENDER SPLIT



38% 62%

DEVICES USED

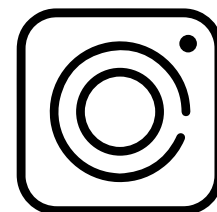


92.3% 5.6% 2.1%

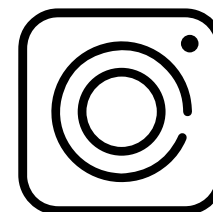
AVG. TIME ON PAGES



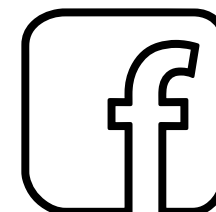
1:38



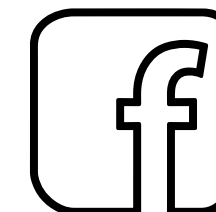
46 500
(ST/TIMESLIVE
ACCOUNT)



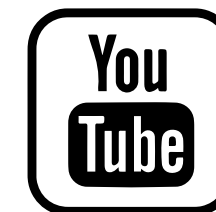
14 900
(ST FASHION
ACCOUNT)



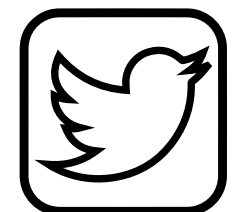
15 000
(STLS ACCOUNT)



214 025
(MAIN ST
ACCOUNT)



140 000



758 912
(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%

45 480
Unique browsers
per month

18,691,094
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 WEEK

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



PULLOUT SECTION SPECIAL

- 8 x full pages inside the EDIT / EDIT MAN in the CENTRE of the title, making it a PULLOUT
- A shoot that includes 2 x models at a location chosen by our editor that is best suited to the brand
- Brand will own the cover (no logos) in terms of dressing the cover model (fashion or makeup or jewellery)
- Added value in STL (at editor's discretion)
- Added value in the EDIT / EDIT MAN (at editor's discretion)
- Additional 100 copies to go to client
- Exclusive / bespoke mini event at your store where either Sharon, our editor, or Knox, our beauty editor, will engage with your audience of 50 (max) guests and give a fashion / beauty trends talk
- Free advert in the STL that advertises the pullout in the EDIT / EDIT MAN

R385 000

SPECIAL RATE OFFER

R755 000

ACTUAL VALUE

R370 000

A SAVING OF

CONTACTS

**CELESTE KHUMALO**

Manager,
Luxury Brand Partnerships

Email: khumaloc@arena.africa

Cell: +27 (0)72 793 6753

SAMANTHA PIENAAR

Account Manager,
Cape Town

Email: pienaars@arena.africa

Cell: +27 (0)82 889 0366

GINA VAN DE WALL

Account Manager,
KwaZulu-Natal & Gauteng

Email: vdewallg@arena.africa

Cell: +27 (0)83 500 5325

JAMIE KINNEAR

Advertising
Co-ordinator

Email: kinneari@bdfm.co.za

Direct: +27 (0)11 280 3183