

# Sunday Times

CPT R134.95  
Advertising  
rates



52% Male  
48% Female



59% SEM H  
33% SEM M



22% 15-24 y.o.  
67% 25-49 y.o.  
10% 50+ y.o.



37% Matric  
40% Post Matric



Circulation  
108,992



Readership  
4,392,000



Users  
1,026,905



Total Likes  
220,506



Follower Count  
832,1K

**After more than a century, the Sunday Times continues to set the news agenda in South Africa.**

The Sunday Times is a household name that has entrenched itself across generations, to hold its place as the country's best-selling weekend newspaper.

In a digital world that is constantly switched on, the Sunday Times provides the opportunity to quietly decompress and engage with current affairs, business, lifestyle and sports without feeling rushed. For 2.6 million readers, the Sunday Times is a regular accompaniment to their weekend 'unwind and reboot'. S'thembiso Msomi is the editor of the Sunday Times. In the 2020 Standard Bank Sikuvile journalism awards Graeme Hosken, a senior journalist at the Sunday Times, won in the Hard News category for his "Inside the great Rupert Heist" front page story in the Sunday Times. Alaister Russell, a photographer in Sunday Times, won in the Feature Photographs category for his body of work on the devastation of Beira, Mozambique by Cyclone Idai.

Sunday Times readers are opinionated and like to give advice, they also have more friends on Facebook and followers on Twitter than most people.

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## PRINT READ-O-GRAPHICS

- 68% print readers pick their copy up 2 or more times before they have finished reading it
- 65% spend an hour or more reading a copy
- 46% of print readers read every issue over a 4-week period

Average monthly household income: R21 746



South Africa's most influential and respected weekly financial news magazine

## DEMOGRAPHICS



52% Male  
48% Female



National Reach  
66% Gauteng / WC / KZN



59% SEM H  
33% SEM M



37% Matric  
40% Post Matric



83% Black  
17% Coloured/  
Indian/White



44% Married/With  
Partner  
53% Single/Divorced



22% 15-24 y.o.  
67% 25-49 y.o.  
10% 50+ y.o.  
Average age: 32



56% employed