

THE *EDIT*



MEDIA KIT
2024

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SHARON ARMSTRONG :

INTRODUCTION

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.



THEMES 2024

LOVE

For the icons of fashion /
for beauty in the arts /
for romance



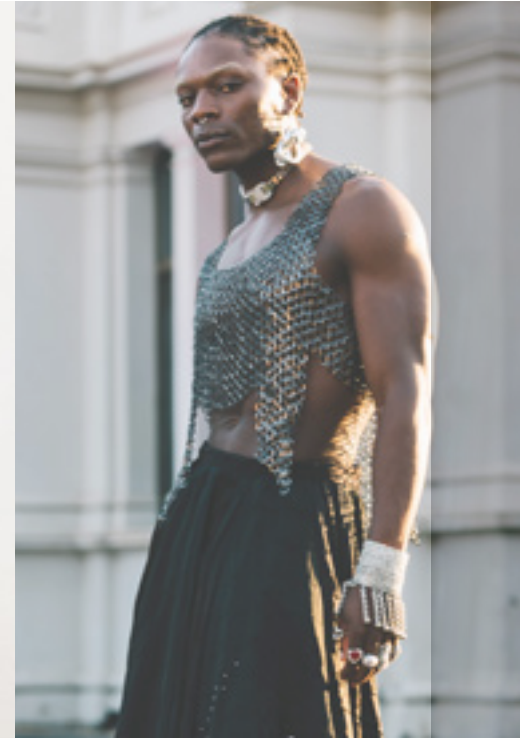
HOPE

For the future /
sustainability / new talent



PRIDE

Inclusivity /
ownership and agency /
acceptance /
celebration



FAITH

Self-care /
body and soul /
wellness



THEMES AND PUBLICATIONS

AUTUMN / WINTER

SPRING / SUMMER

17 MARCH



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.

21 APRIL



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. 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.

FASHION

GROOMING

DRINKS

DESIGN

MOTORING

PURSUIITS

HEALTH

Sunday Times

the
edit
man

TRENDS

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

FASHION

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.

GROOMING

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

MOTORING

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.

CONTENT BREAKDOWN 2024



AUTUMN / WINTER

SPRING / SUMMER



21 OCTOBER

We are easing out of summer, and Autumn/Winter 2024 brings with it a new mood of optimism. This spirited new season calls for a new wardrobe strategy and bold beauty tactics. Get your mojo back: discover how to look good, think smart, feel amazing and be the best you can be. We interview the creative people who always make us smile. And, as always, we have playful fashion and fun trends for the season ahead and a smattering of pursuits, health, beauty, timepieces and design — all curated and lavishly presented in our bold, graphic broadsheet.

10 NOVEMBER

It's a new season. With new rules. Fashion is bold, fearless, unapologetic and ready to hit the streets. How to look good, think smart, feel amazing and be the best man you can be? As always, we have curated grooming from the experts, fun trends for the perfect gentleman and a smattering of MANLY PURSUITS, timepieces, food, drinks, design and motoring — all lavishly presented in our bold, graphic broadsheet.



AUTUMN / WINTER
EDITION:

BELOW THE LINE

23 February 2024

ABOVE THE LINE

28 February 2024

MATERIAL

04 March 2024

INSERT

17 March 2024

BELOW THE LINE

03 April 2024

ABOVE THE LINE

10 April 2024

MATERIAL

12 April 2024

INSERT

21 April 2024

SPRING / SUMMER
EDITION:

BELOW THE LINE

13 September 2024

ABOVE THE LINE

23 September 2024

MATERIAL

27 September 2024

INSERT

13 October 2024

BELOW THE LINE

04 October 2024

ABOVE THE LINE

22 October 2024

MATERIAL

25 October 2024

INSERT

10 November 2024

PRINT AUDIENCE

34
AVERAGE AGE

20 000
PRINT ORDER

557 000
READERSHIP

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



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

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

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

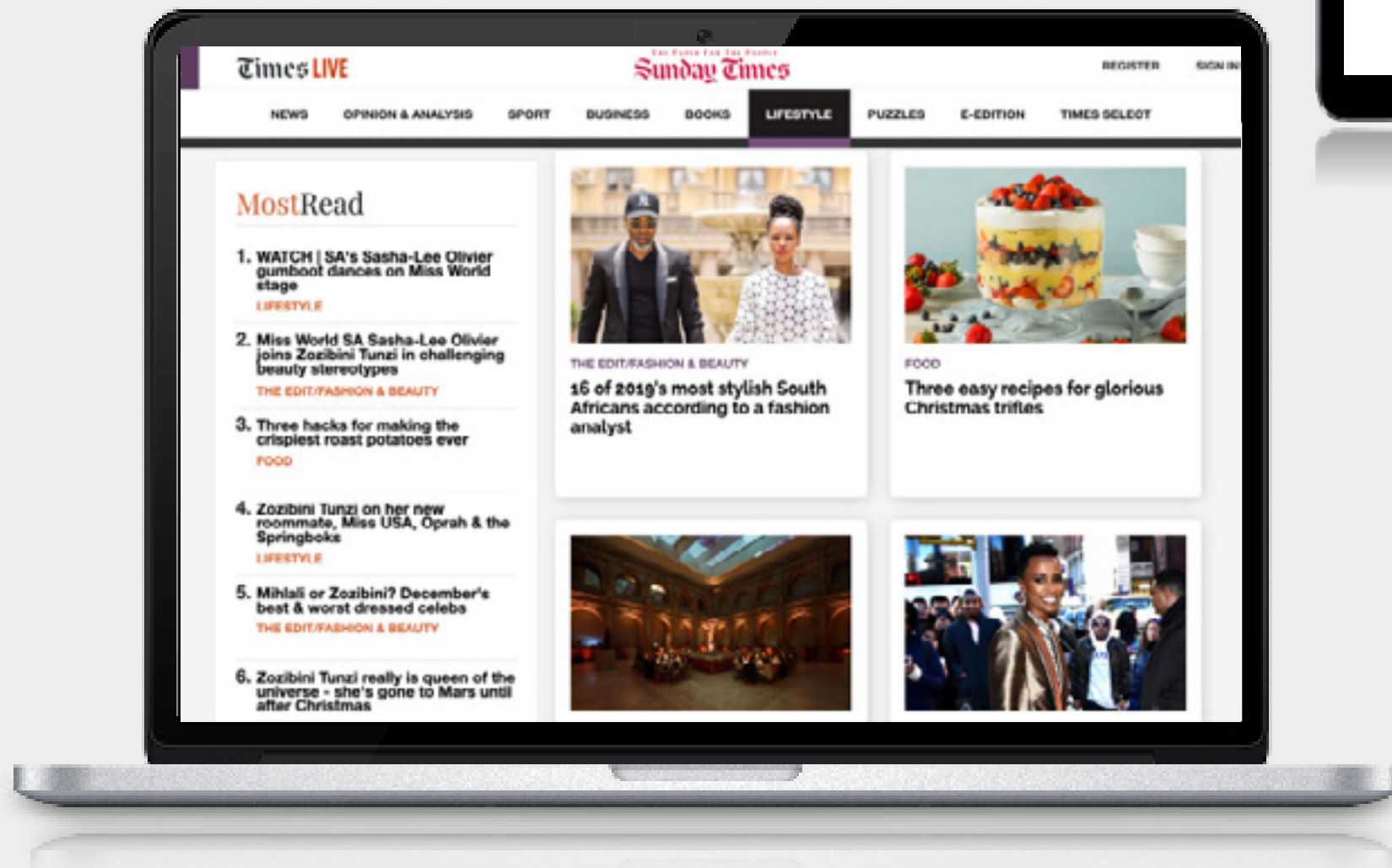
DIGITAL COVERS are custom-created according to a brand's specific requirements. Utilising our fashion team, we shoot and conduct interviews with KOLs and ambassadors, creating content that is published on the Sunday Times website, The Edit section, and social media platforms. The digital covers are **INTERACTIVE, INCORPORATING VIDEO CLIPS** and **ANIMATED 3D EFFECTS**, bringing the covers to life and capturing the audience of a normally static environment.

RATE R100 000 EXCL VAT (INCLUDES PRODUCTION FEE AND 1 WEEK NATIVE ARTICLE PACKAGE)

For Podcasting and video Series please contact your account manager for more information.



THE *EDIT* TIMESLIVE

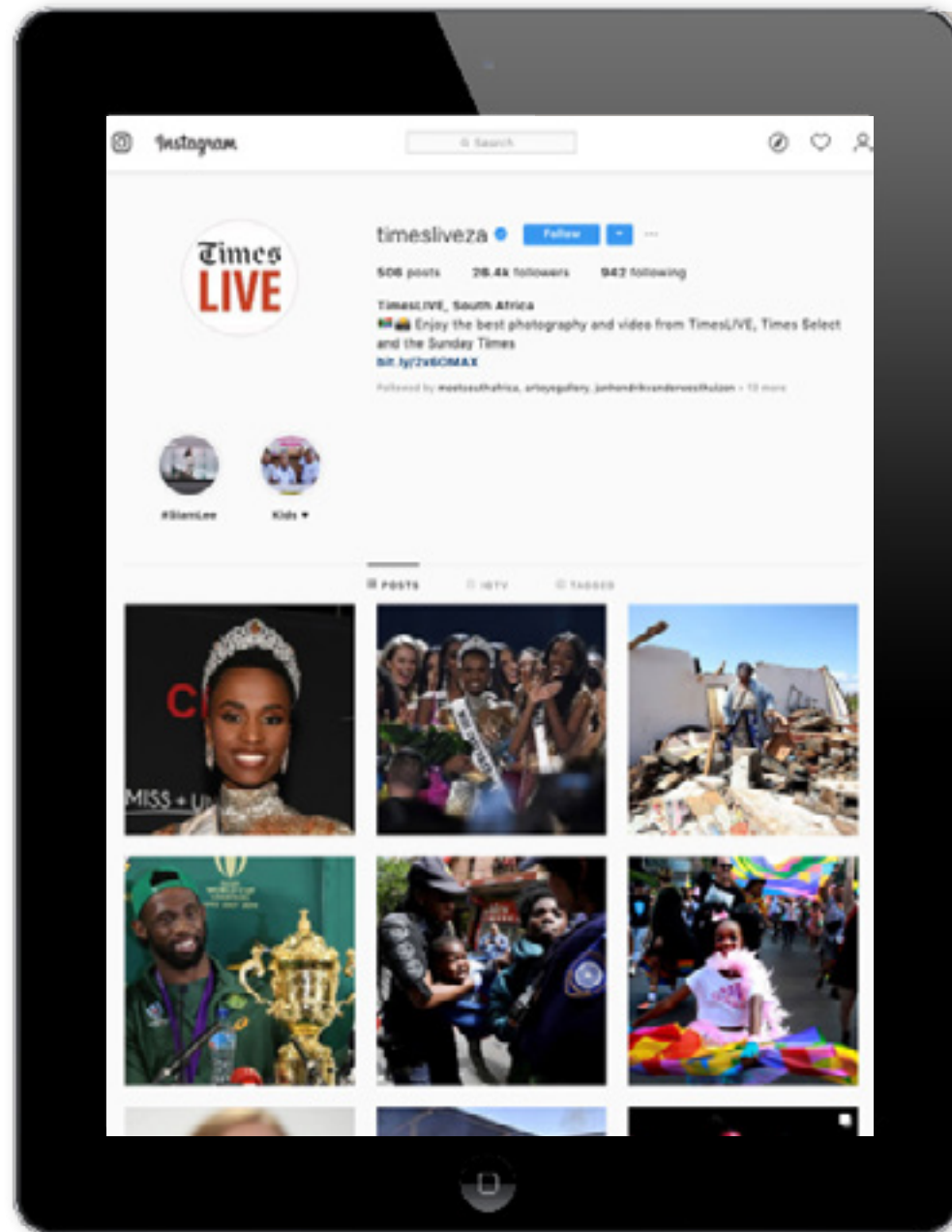


The Sunday Times Lifestyle section sets the trend in SA when it comes to matters of food, travel, fashion, books, health, sex, home and gardening, and much more. **THE EDIT** content can be found in the Lifestyle section on our TimesLIVE site.



LIFESTYLE SECTION

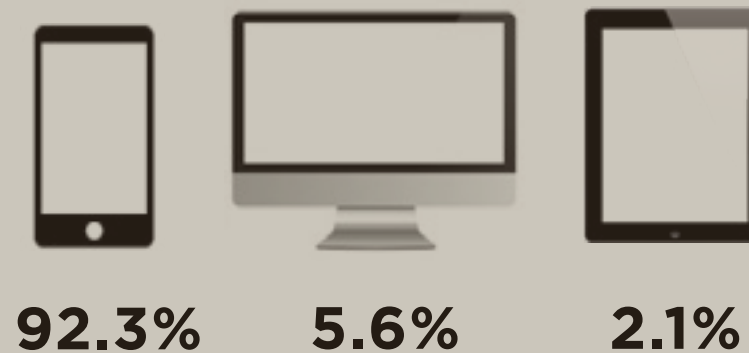
THE *EDIT* CONTENT ON THE SUNDAY TIMES SECTION ON **TIMESLIVE**



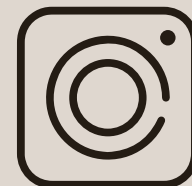
GENDER SPLIT



DEVICES USED



AVG. TIME ON PAGES



15 300
(ST FASHION ACCOUNT)



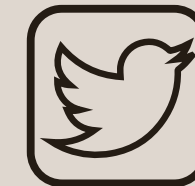
18 821
(STLS ACCOUNT)



214 025
(MAIN ST ACCOUNT)



140 000



869 000
(MAIN ST ACCOUNT)

TIMEFRAME: JAN-DEC 2023
(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	63.6%
Western Cape	17.9%
KwaZulu-Natal	11.5%
Eastern Cape	2.8%
Limpopo	1.2%
Free State	1%
Mpumalanga	0.9%
North West	0.8%
Northern Cape	0.3%

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

HOMEPAGE EXPOSURE

1 day guaranteed placement in a 'teaser block' on the Sunday Times homepage:
[Timeslive.co.za/sunday-times](https://timeslive.co.za/sunday-times)

SECTION PAGE EXPOSURE

7 days guaranteed placement in the Lifestyle section of the Sunday Times website:
[Timeslive.co.za/sunday-times/lifestyle](https://timeslive.co.za/sunday-times/lifestyle)

If applicable, the native article may also be placed in a single relevant Lifestyle subsection e.g. [The Edit aka Fashion & Beauty](#), Travel etc.

SOCIAL MEDIA PROMOTION

All posts are linked to and drive traffic back to the native article on the brand's website.

1 x boosted Facebook post on the Sunday Time's account: [@SundayTimesZA](#)

1 x organic and 1 x boosted X post (aka tweet) on the Sunday Times's account: [@SundayTimesZA](#)

1 x boosted single image post on The Edit's Instagram: [@sundaytimesfashion](#)

EMAIL NEWSLETTER INSERTION

Native article included as one of the articles in brand's weekly email newsletter.

1 x insertion into a Sunday Times/Sunday Times Lifestyle email newsletter (mailer choice and placement at editorial's discretion).

IN-ARTICLE COMPANION BANNERS

Banners and background skin on native article page.

Optional at no extra cost

HOMEPAGE AND/OR SECTION PAGE TAKEOVER

Including banners and background skin.

Optional at additional cost.

RATE

R45 000 excl VAT and agency commission



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



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



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