

Sunday Times

As a leading newspaper in South Africa, the Sunday Times has the power to influence public opinion and shape discussions on various topics. Sunday Times attracts a diverse audience, including professionals, decision-makers, and affluent consumers across the rainbow nation.


Circulation
58 486

Regular readers
2 579 000



Total Users
3 050 860

Follower Count
282 800



Follower Count
914 000

Follower Count
2 300


CPT: R97

FPFC rate: R250 920

Reach:
68% GP, WC and KZN.

74% Post Matric education

57% Male
43% Female

79% working

70% SEM 7+

62% live in a household with more than one income earner

81% Black
19% White, Coloured, Indian

Average age:
42

TOTAL AUDIENCE*
6 828 960

PSYCHOGRAPHICS

The Sunday Times audience owns higher end brands when it comes to small & large appliances. They enjoy take-away food and eating out. They partake in a diverse repertoire of alcoholic beverages and enjoy premium brands. The audience shops for clothes, shoes, sport & outdoor equipment, books and stationery, electronics or gadgets, hardware and DIY, beauty, fragrances & accessories. Sports form a key part of their interests.

Average monthly income

Household	R39 075
Personal	R27 504

ARENA
HOLDINGS

*Total audience = Readership + Web Users + Social Media followers.

Sources: BrandMapp 2024, ABC Jan - Mar 2025, Google Analytics May 2025 TimesLIVE, Social Media