

Business Times

Sunday Times Business Times takes stock of the week's biggest business and financial news stories by going deeper into the facts and looking ahead to the most pertinent news topics of the coming week.

NEWS **Regular readers** **467 000**

Circulation **55 803**

Total Users **68 411** (Business Times)

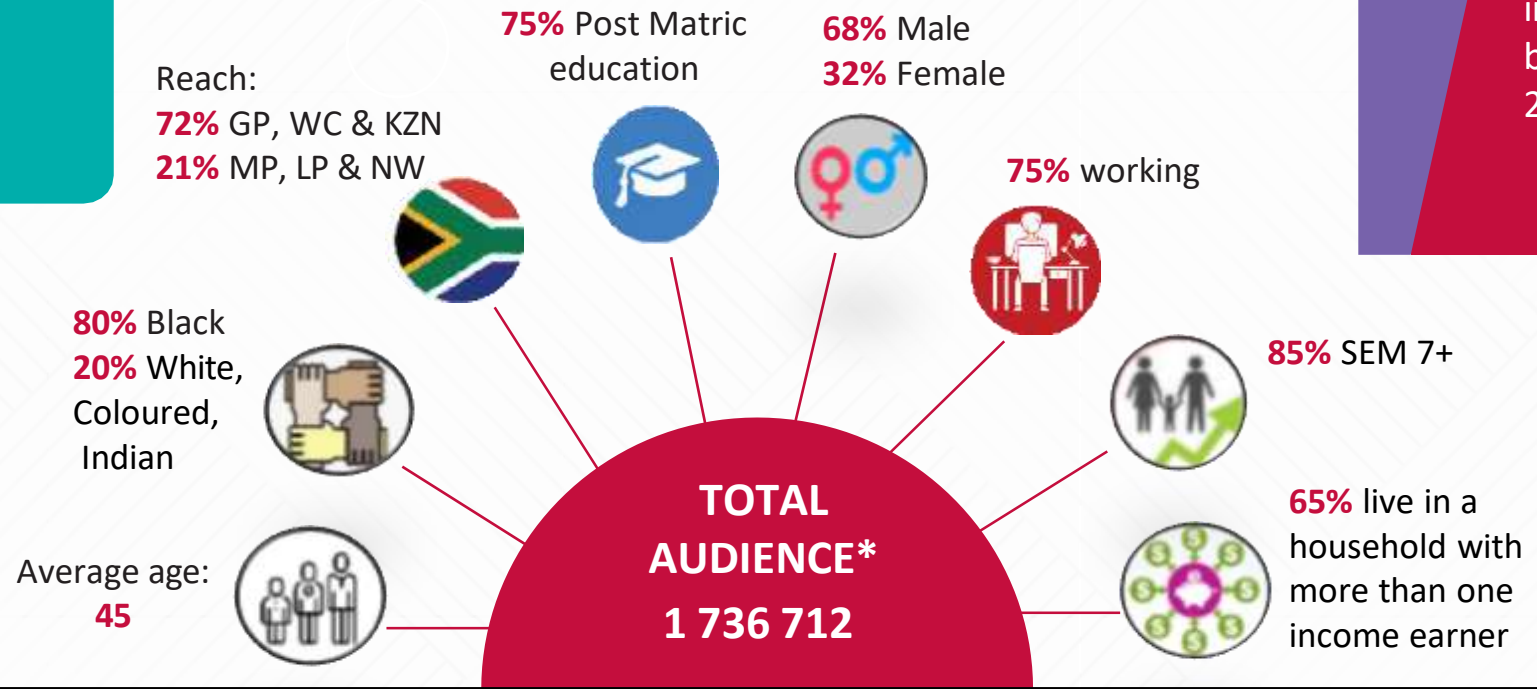
Follower Count **288 000** (Sunday Times)

Follower Count **2 549** (Sunday Times)

Follower Count **910 752** (Sunday Times)

CPT: R404

30 X 6 FC cost: R188 820



PSYCHOGRAPHICS

The Sunday Times Business Times audience believes in being fit and leading a healthy lifestyle. These individuals are financially independent and have the discretionary income to afford life's luxuries. They live in upper income households. This audience owns a number of investment products and are better off financially compared to 2 years ago.

Average monthly income

Household	R47 686
Personal	R36 548



*Total audience = Readership + Web Users + Social Media followers. Sources: BrandMapp 2025, ABC Oct - Dec 2025, Google Analytics Jan 2026 Business Times, Social media Jan 2026 Sunday Times