

# LifeStyle

SUNDAY TIMES LIFESTYLE content is loved by a loyal audience. A thoughtful and considered mix of books, art, movies, music, photography, motoring, TV, humour, health, nostalgia, pop culture and profiles on interesting humans. The content is enhanced and supplemented with vibrant elements such as fun facts, figures, graphics, surprising and delightful things that catch the eye.



Circulation  
**55 803**

Regular readers

**389 000**



New Users  
**35 080**

Follower  
Count  
**20 600**



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



Follower Count  
**5 400**



**CPT: R212**

**30 X 6 FC cost: R82 620**

Reach:  
**83%** GP, WC and  
KZN.

**71%** Post Matric  
education

**57%** Male  
**43%** Female

**81%** working

**71%** Black  
**29%** White,  
Coloured,  
Indian

Average age:  
**44**

**75%** SEM 7+

**65%** live in a  
household with  
more than one  
income earner

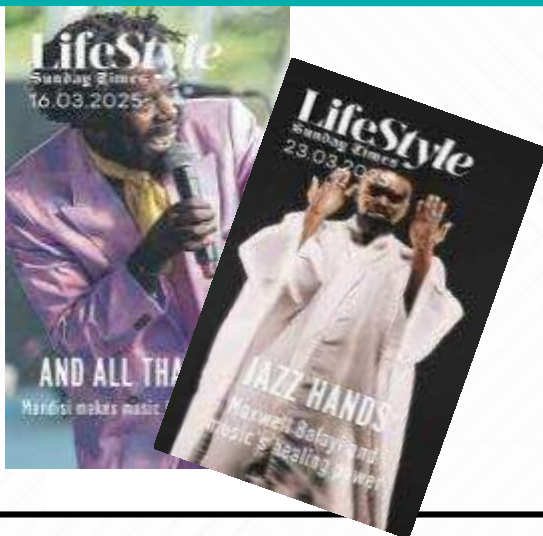
**TOTAL  
AUDIENCE\***  
**1 360 832**

## PSYCHOGRAPHICS

The Sunday Times Lifestyle audience believes that it is important to stay connected with their friends. Their interests and pastimes include travelling, listening to music, cooking as well as reading. They are financially independent and own high end branded appliances. These individuals also love to attend live events such as food and wine markets and festivals, outdoor music festivals as well as business conferences and Indaba's.

### Average monthly income

Household	R45 346
Personal	R33 282



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

Sources: BrandMapp 2025, ABC Oct - Dec 2025, Google Analytics Jan 2026 ST Lifestyle, Social media Jan 2026