

Sunday Times

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



		Regular readers 2 328 000		Follower Count 288 000		Follower Count 2 548
Total Audience* 4 254 813	YouTube (Subscribers) 4 530		Total Users 720 983		Follower Count 910 752	

Circulation 55 803	52% Male 48% Female	68% SEM 7 - 10	Average age: 42	75% working

OTHER DEMOGRAPHICS

- **72%** Post Matric
- National Reach**
 - **70%** GP, KZN and WC.
 - **78%** Black
 - **22%** White, Coloured, Indian
- Average HH income **R41 679**
- Average personal income **R31 003**

As a Sunday newspaper, the readers spend time with the publication during their leisure time. They are more likely to engage with content, making them more receptive to advertisements in comparison to reading on a weekday.

As a leading newspaper in South Africa, the Sunday Times has the power to influence public opinion and shape discussions on various topics, amplifying the impact of advertisements featured within its pages and on the website.

By reading The Sunday Times, people can stay informed, enjoy rich content, and engage with the evolving issues that impact South Africa and the world.

ADVERTISING RATES

- Cost per thousand: **R108**
- Cost per ccm FC: **R1 394**
- 30 X 6 FC Cost: **R250 920**

Cover price: R35.00

The editor of the Sunday Times is Makhudu Sefara.



*Total audience = Readership + Web Users + Social Media Followers

Sources: BrandMapp 2025, ABC Oct - Dec 2025, Google Analytics Jan 2026 Sunday Times, Social Media Jan 2026