

LS

Sunday Times Lifestyle Magazine

LS, the Sunday Times Lifestyle Magazine, is a much-loved and trusted section of the paper, created each week by a team of highly skilled professionals.

We provide an informed, sassy, provocative take on South African culture and beyond.

Sometimes serious, often funny, LS combines the finest writing with the most dynamic images to create editorial packages covering everything from tattoo parlours and transgender surgery to cat shows and The Queen's birthday.

Our mission is to reflect the excitement, pleasure and inspiration of real-life South Africa with all its creativity, humour and fascination, providing respite from life's daily problems and frustrations.

Our content is wildly varied, always entertaining and consistently unique, making LS a pleasurable anticipated reading experience every Sunday.

Some regular categories:

- Trends – from the vaping craze to movements in the arts, fitness fads and social media memes, we investigate who is doing what and why they are doing it
- The Cover Story – a beautifully written and gloriously illustrated longform exploration of an issue, a happening, a person or a phenomenon, providing a stimulating Sunday read
- Entertainment – movie, art and music news and reviews that are a joy to read even if you don't see the film, like the art or listen to the album. Plus a snap weekly guide on upcoming events to suit all tastes
- Books –our expert bibliophiles make life easy for book lovers, highlighting stellar new voices in local literature and selecting the best international reads in all genres
- Motoring – our man behind the wheel Thomas Falkiner is to motoring journalism what Trevor Noah is to comedy
- Opinion – our award-winning regular columnists Ndumiso Ngcobo, Sue de Groot and Rebecca Davis share their irreverent thoughts on life, language and television. Plus celebrity guest columnists on hot topics such as sex, dating, gender, politics and pets.

- **Readership: 2,096,000**

- **Circulation: 278,610**

- **Advertising Rates:** ST Lifestyle Magazine rates R123,552.00 (39 x 8 FP FC) – **CPT of R57.07**

- **Demographics:**

- **Average HH income – R23,464** (vs. R12,267 national average)
- **Average Age – 39** (good spread amongst all age groups)
- **Three in four readers are in LSM 7-10**
- **Four in five have a matric or tertiary qualification**

- **Psychographics:** Lifestyle readers are well-informed, liberal thinkers. They love to read, keep up with technology, and make the necessary lifestyle changes to protect the environment. Our readers enjoy being original and different. They maintain a healthy lifestyle and enjoy going out. Music is an essential part of their culture. They feel they have more disposable income these days, but continue to monitor their spending. An above average percentage agree they are more likely to buy brands they have seen or heard advertised.

