

Sunday Times



Product Overview

The Sunday Times is South Africa's biggest-selling Sunday newspaper, with award winning South African story of the year and news photographers. Sunday Times claims the titles for the 2016 Standard Bank Sukuville Story of the year award, and news photographs. It's a part of Sunday for South Africans – time to relax and unwind, socialize and interact, and gain knowledge that will help readers cope and give better quality of life. The Sunday Times is committed to sharing knowledge that enriches peoples' lives. The Sunday Times is a tradition – an experience South Africans have grown to love and trust. Every Sunday it brings families together – sharing the various sections of the paper in a relaxed environment. The Sunday Times is the paper South Africans know they can TRUST. It truly is the 'PAPER FOR THE PEOPLE'.

- **Readership: 3,704,000** (highest readership of all weekly newspapers)
- **Circulation: 283,360** - highest circulation of all South African newspapers
- **Advertising Rates: R382,512.00 (39 x 8 FC) – CPT of R103.27**
- **Online Traffic: 3,541,308 unique users and 21,001,378 page impressions**
<http://www.timeslive.co.za/>
- **Demographics:**
 - **Average HH income – R23,245** (vs. R12,267 national average)
 - **Average Age – 38**
 - **Seven in ten readers are in LSM 7-10**
 - **Four in five have matric and higher qualification**

Psychographics: The Sunday Times strives to provide knowledge its readers know they can trust, knowledge they can use to improve their lives and those of their families. The trust that both readers and advertisers have in the Sunday Times is nurtured by maintaining consistently high editorial standards. This high calibre of journalism and photography is recognised by the prestigious awards won by the Sunday Times, such as the Sanlam Top Financial Journalist and Companies & Markets Reporting award, the extraordinarily prestigious Global Shining Light award, and the overall Vodacom of the Year. This exemplary journalism is rewarded by exceptionally high loyalty among readers. The gross monthly household spending power of Sunday Times readers is R86 billion, significantly more than that of any other newspaper in the country. This title has a strong demographic spread across race, age, income, making it ideal for both mass marketing and targeting specific segments. Among Sunday newspapers, Sunday Times is rated as the newspaper of first choice. Three in five readers say they will not change this title. Readers feel that a company that advertises in the Sunday Times has credibility (85%), and four in five place more trust in advertising in the Sunday Times than other Sunday paper.

SOURCE: AMPS 2015AB, TGISA, Sunday Best, ABC Jul-Sep 2016, Effective Measure Stats October 2016



For rates go to www.TMAdroom.co.za