



The Cape Argus newspaper is a dynamic city newspaper that offers a morning edition as well as its traditional afternoon offering. It is aimed at the middle to upper income groups and seeks to lead debate in and about the city and to cover issues that are relevant to its market.

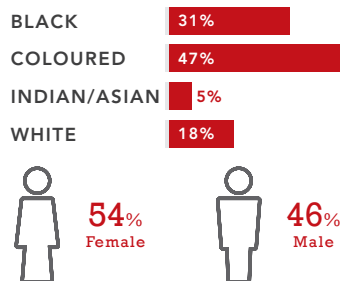
**TARGET MARKET:** Cape Town's LSM 7 – 10 readers.

CAPE ARGUS & TONIGHT (per single column centimetre)							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R181.44	R206.84	R226.80	R258.55	R254.02	R289.58	R290.30	R330.94

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)			
Front page ear	2 col x 5cm F/C	R5 806.08	excl.VAT
Front page solus	2 col x 20cm F/C	R23 224.32	excl.VAT
Front page solus	8 col x 12cm F/C	R55 738.36	excl.VAT
Front page solus	3 col x 25cm F/C	R43 545.60	excl.VAT
Back page ear	2 col x 5cm F/C	R3 628.80	excl.VAT
Back page solus	8 col x 10cm F/C	R29 030.40	excl.VAT
Tonight - front page ear	2 col x 5cm F/C	R3 773.95	excl.VAT
Tonight - front page solus	8 col x 12cm F/C	R36 229.93	excl.VAT

READERSHIP: 133 000 PRINT: 85 000 / CIRCULATION: 27 346 / DIGITAL: 334 800

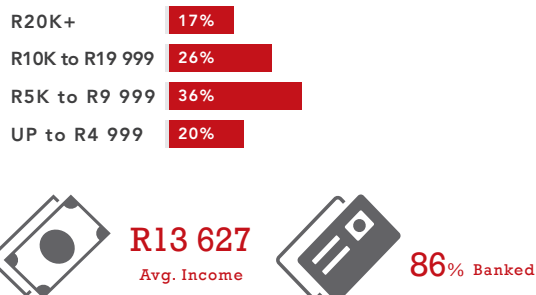
### READER DEMOGRAPHICS:



COLUMN WIDTHS	
1 column	= 36mm
2 columns	= 74mm
3 columns	= 112mm
4 columns	= 150mm
5 columns	= 188mm
6 columns	= 226mm
7 columns	= 264mm
8 columns	= 303mm

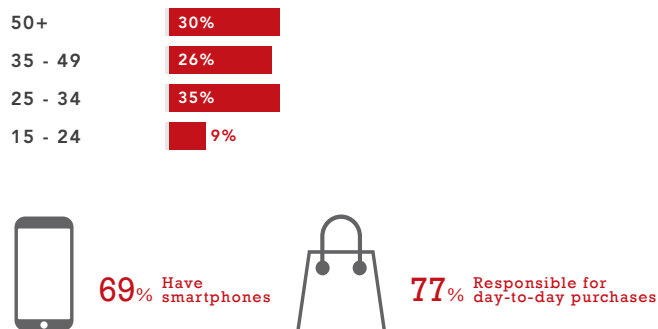
**MAXIMUM ADVERTISING SPACE:**  
54cm x 8 col (30,3cm)

### HOUSEHOLD INCOME:



BOOKING/CANCELLATION AND MATERIAL DEADLINES	
<b>DEADLINES</b>	
Booking deadline	9am, 2 days prior to publication date
Material to set	9am, day prior to publication date
Complete	10am, day prior to publication date

### READER AGE:



Note: VAT calculated at 14% | \*PAMS 2017 / ABC April -June 2018