Isolezwe ngeSonto

Isolezwe ngeSonto is a tabloid, but with quality reporting. It is light on serious news and big on entertainment, TV and sports. Isolezwe ngeSonto is tuned into the weekend mood, but without compromising on intelligence and respect for its readers.

TARGET MARKET: KZN's LSM 5 – 6 readers.

ISOLEZWE NGESONTO - MAIN BODY (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
R122.05	R139.14	R122.05	R139.14	R122.05	R139.14	R122.05	R139.14

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)

B/W, SPOT OR FULL COLOUR	excl.VAT	Incl.VAT
Front page solus (10x7)	R12 815.25	R14 609.39
GUARANTEED POSITIONS		
Page 2 (15x7)	R14 096.78	R16 070.32
Page 3 (15x7)	R15 378.30	R17 531.26
Page 5 (25x4)	R14 035.75	R16 000.76
Page 7 (39x7)	R36 651.62	R41 782.84
Back page (12x7)	R11 790.03	R13 440.63

COLUMN WIDTHS

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

MAXIMUM ADVERTISING SPACE:
39cm x 7 col (26,4cm)

BOOKING/CANCELLATION AND MATERIAL DEADLINES

DEADLINES

MAIN BODY		
	Booking:	4pm, 4 working days prior to publication.
	Ad Material:	10am, 1 working day prior to publication.
	Cancellations:	4pm, 3 working days prior to publication.

READERSHIP: 1 111m **PRINT:** 1 101m/ **CIRCULATION:** 65 013 / **DIGITAL:** 123 646

READER DEMOGRAPHICS:

BLACK	100%
COLOURED	0%
INDIAN/ASIAN	0%
WHITE	0%

46% Female

54% Male

HOUSEHOLD INCOME:

R20K+	8%
R10K to R19 999	18%
R5K to R9 999	40%
UP to R4 999	34%

R8 442 Avg. Income

67% Banked

READER AGE:

50+	13%
35 - 49	27%
25 - 34	34%
15 - 24	26%

56% Have smartphones

69% Responsible for day-to-day purchases

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

ngeSonto Isolezwe

Isolezwe is a modern isiZulu language newspaper that champions the reading needs of its audience. It is created daily by a team that understands and delivers on the interests and aspirations of its readers. The newspaper is modern in format, topical and relevant in content and independently broadminded in its reporting and commentary.

TARGET MARKET: KZN's LSM 8 – 10 readers.

ISOLEZWE - MAIN BODY (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
R156.10	R177.95	R156.10	R177.95	R156.10	R177.95	R156.10	R177.95

ISOLEZWE - GAUTENG

BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R75.60	R86.18	R75.60	R86.18	R75.60	R86.18	R75.60	R86.18

ISOLEZWE - MOTORING

BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R108.41	R123.59	R108.41	R123.59	R108.41	R123.59	R108.41	R123.59

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)

B/W, SPOT OR FULL COLOUR	excl.VAT	Incl.VAT
Front page solus (10x7)	R21 854.00	R24 913.56
GUARANTEED POSITIONS		
Page 2 (10x7)	R13 112.40	R14 948.14
Page 3 (12x7)	R15 734.88	R17 937.76
Back page (15x7)	R16 390.50	R18 685.17

COLUMN WIDTHS

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2 columns	= 74mm
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4 columns	= 150mm
5 columns	= 188mm
6 columns	= 226mm
7 columns	= 264mm

MAXIMUM ADVERTISING SPACE:
39cm x 7 col (26,4cm)

BOOKING/CANCELLATION AND MATERIAL DEADLINES

DEADLINES

MAIN BODY

Booking:	4pm, 3 days prior to publication.
Ad Material:	4pm, 2 working days prior to publication.
Cancellations:	4pm, 2 working days prior to publication.

READERSHIP: 1 154m **PRINT:** 1 079m / **CIRCULATION:** 79 795 / **DIGITAL:** 123 646

READER DEMOGRAPHICS:

BLACK	100%
COLOURED	0%
INDIAN	0%
WHITE	0%

46% Female

54% Male

HOUSEHOLD INCOME:

R20K+	12%
R10K to R19 999	21%
R5K to R9 999	37%
UP to R4 999	30%

R10 264 Avg. Income

77% Banked

READER AGE:

50+	15%
35 - 49	31%
25 - 34	34%
15 - 24	21%

51% Have smartphones

69% Responsible for day-to-day purchases

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