

PERSONAL FINANCE

Since its launch in 1996, Personal Finance has established itself as the leader in this market, tackling issues affecting the pocket of everyone. It is a lifestyle publication rather than a strictly business or financial publication – written to be accessible, interesting and useful to individuals concerned about their own financial affairs.

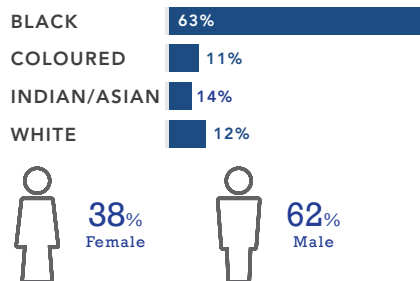
TARGET MARKET: LSM 7 – 10 readers.

THE STAR MAIN BODY - AGENCY / DIRECT RETAIL RATES (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
R492.90	R561.91	R616.13	R702.39	R690.06	R786.67	R788.64	R899.05

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)			
Front page ear	2 col x 5cm F/C	R5 529.60	excl.VAT
Front page solus	2 col x 20cm F/C	R22 118.40	excl.VAT
Front page solus	8 col x 12cm F/C	R53 084.16	excl.VAT
Front page solus	3 col x 25cm F/C	R41 472.00	excl.VAT
Back page ear	2 col x 5cm F/C	R3 594.24	excl.VAT
Back page solus	8 col x 10cm F/C	R28 753.92	excl.VAT
Tonight - front page ear	2 col x 5cm F/C	R3 594.24	excl.VAT
Tonight - front page solus	8 col x 12cm F/C	R34 504.70	excl.VAT

READERSHIP: 551 000 / CIRCULATION: 116 439

READER DEMOGRAPHICS:



COLUMN WIDTHS	
1 column	= 33mm
2 columns	= 74mm
3 columns	= 110mm
4 columns	= 150mm
5 columns	= 188mm
6 columns	= 226mm
7 columns	= 264mm
8 columns	= 303mm
9 columns	= 342mm
10 columns	= 379mm

MAXIMUM ADVERTISING SPACE:

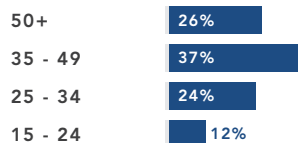
54cm x 10 col (37,7cm)

HOUSEHOLD INCOME:



BOOKING AND MATERIAL DEADLINES	
DEADLINES	
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