



Unchallenged as South Africa's most influential daily newspaper, The Star covers the heart of the nation with unequalled reporting of local, national and international news and sport. It is widely considered to be a superb advertising environment. Targeted at people in Greater Johannesburg – South Africa's major economic hub.

TARGET MARKET: Gauteng's LSM 7 – 10 readers.

THE STAR - 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
R287.00	R327.18	R358.75	R408.98	R401.80	R458.05	R459.20	R523.49
THE STAR - AUCTIONS							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R214.75	R244.82	R268.44	R306.02	R300.65	R342.74	R343.60	R391.70
THE STAR - TONIGHT							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R286.95	R327.12	R358.69	R408.91	R401.73	R457.97	R459.12	R523.40
THE STAR - TONIGHT (TRAVEL + ENTERTAINMENT) / MOTORING / SOCIETY							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R246.83	R281.39	R308.54	R351.75	R345.56	R393.94	R394.93	R450.22
THE STAR - WORKPLACE							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R301.05	R343.20	R376.31	R428.99	R421.47	R480.48	R481.68	R549.12

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)			
Front page solus	23x3 or 10x10	Full colour	+100% loading
GUARANTEED POSITIONS			
Front page earspace	5x2		+100%
Skybox	3x10		+300%
Page 3	Max 30x6 or 27x10		+25%
Back page	Max 15x10		+50%
Guaranteed positions applicable rate			+25%

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	= 302mm
9 columns	= 339mm
10 columns	= 377mm

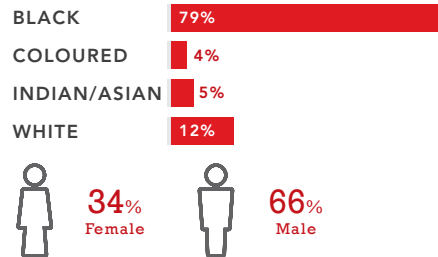
MAXIMUM ADVERTISING SPACE:

54cm x 10 col (37,7cm)

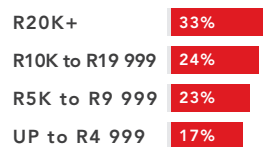
BOOKING/CANCELLATION AND MATERIAL DEADLINES	
DEADLINES	
MAIN BODY	Booking: 12 noon, 2 days prior to publication. Ad Material: Monday: 12 noon prior to publication. Tuesday - Friday: 10am, day prior to publication. Cancellations: 12 noon, 2 days prior to publication.
TONIGHT	Booking: 10am, 3 days prior to publication. Ad Material: Monday: 4pm, Thursday prior to publication. Tuesday - Friday: 4pm, 2 days prior to publication. Cancellations: 10am, 3 days prior to publication.

READERSHIP: 679 000 PRINT: 401 000 / CIRCULATION: 76 418 / DIGITAL: 177 347

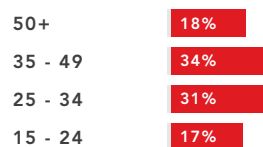
READER DEMOGRAPHICS:



HOUSEHOLD INCOME:



READER AGE:



Note: VAT calculated at 14% | *PAMS1 / ABC 2018 Q3