



The Saturday Star is an indispensable weekend read. It includes hard news from across the country, the best weekend sports coverage, great features, travel, and entertainment news. The paper is a perfect read for a time-pressed, spoilt-for-choice weekend reader. The Saturday Star remains the best selling Saturday paper in the country.

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

SATURDAY 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
R199.65	R227.60	R249.56	R284.50	R279.51	R318.64	R319.44	R364.16
SATURDAY STAR - AUCTIONS							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R171.35	R195.34	R214.19	R244.18	R239.89	R273.47	R274.16	R312.54
SATURDAY STAR - LIFE ETC / 48 HOURS							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R199.65	R227.60	R249.56	R284.50	R279.51	R318.64	R319.44	R364.16
SATURDAY STAR - WEEKEND TRAVEL							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R170.55	R194.43	R213.19	R243.04	R238.77	R272.20	R272.88	R311.09
SUNDAY INDEPENDENT / SATURDAY STAR COMBO							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R287.42	R327.66	R359.28	R409.58	R402.39	R458.72	R459.87	R524.25

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)			
Front page solus	23x3 or 10x10	Full colour	+100% loading
Life etc	10x10	Full colour	+25% loading
Canvas	10x10	Full colour	+25% 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

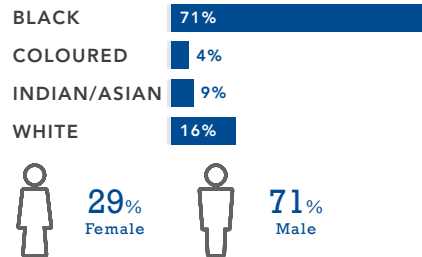
## MAXIMUM ADVERTISING SPACE:

54cm x 10 col (37,7cm)

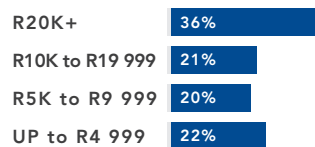
BOOKING/CANCELLATION AND MATERIAL DEADLINES	
<b>DEADLINES MAIN BODY</b>	<b>Bookings &amp; Cancellations:</b> 3:30pm, Wednesday prior to publication. <b>Ad Material:</b> 10am, Thursday prior to publication.
<b>MEDIA &amp; MARKETING /LIFE ETC</b>	<b>Bookings &amp; Cancellations:</b> 12 noon, Tuesday prior to publication. <b>Ad Material:</b> 10am, Thursday prior to publication.
<b>SATURDAY STAR PRETORIA NEWS TRAVELLER</b>	<b>Bookings &amp; Cancellations:</b> 10am, Tuesday prior to publication. <b>Ad Material:</b> 10am, Thursday prior to publication.

READERSHIP: 375 000 PRINT: 313 000 / CIRCULATION: 44 124 / DIGITAL: 61 994

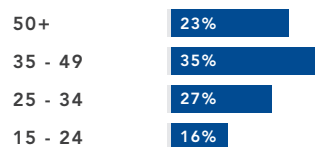
### READER DEMOGRAPHICS:



### HOUSEHOLD INCOME:



### READER AGE:



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