



Pretoria News is a newspaper appearing in the city of Pretoria, in the Tshwane Metropolitan area, every day from Monday to Saturday. The Pretoria News offers comprehensive coverage of local news, as well as national and international news, comment and analysis by experts, sport, entertainment and lifestyle.

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

PRETORIA NEWS & 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
R83.64	R95.35	R104.55	R119.19	R117.10	R133.49	R133.82	R152.55
PRETORIA NEWS - WORKPLACE							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R87.52	R99.77	R109.40	R124.72	R122.53	R139.68	R140.03	R159.63
PRETORIA NEWS - MOTORING							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R82.86	R94.46	R103.58	R118.08	R116.00	R132.24	R132.58	R151.14
PRETORIA NEWS - WEEKEND							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R41.10	R46.85	R51.38	R58.57	R57.54	R65.60	R65.76	R74.97
PRETORIA NEWS - 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

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

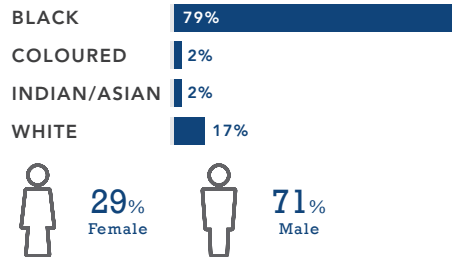
## MAXIMUM ADVERTISING SPACE:

### 54cm x 10 col (37,7cm)

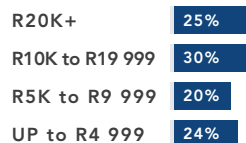
BOOKING/CANCELLATION AND MATERIAL DEADLINES		
DEADLINES		
MAIN BODY	<b>Booking:</b>	9am, 2 days prior to publication.
	<b>Ad Material:</b>	Monday: 9am, Friday prior to publication. Tuesday - Friday: 12 noon, day prior to publication.
	<b>Cancellations:</b>	9am, 2 days prior to publication.
TONIGHT	<b>Booking:</b>	10am, 3 days prior to publication.
	<b>Ad Material:</b>	Monday: 4pm, Thursday prior to publication. Tuesday - Friday: 4pm, 2 days prior to publication.
	<b>Cancellations:</b>	10am, 3 days prior to publication.

READERSHIP: 334 000 PRINT: 258 000 / CIRCULATION: 13 033 / DIGITAL: 140 539

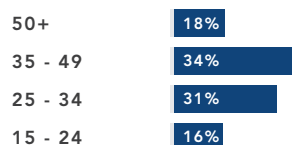
### READER DEMOGRAPHICS:



### HOUSEHOLD INCOME:



### READER AGE:



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