



Top-flight writing, investigations and photography have firmly established this quality paper as the newspaper of choice for decision makers throughout South Africa and has won it widespread critical acclaim. The publication includes high quality news, opinion and debate, well-researched analysis, cutting-edge business and sport.

TARGET MARKET: Gauteng's LSM 9 – 10 readers.

SUNDAY INDEPENDENT - 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
R223.86	R255.20	R279.83	R319.01	R313.40	R357.28	R358.18	R408.33

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	10x10	Full colour	+100% loading
Dispatches page solus	10x10	Full colour	+50% loading
Business page solus	10x10	Full colour	+50% 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%

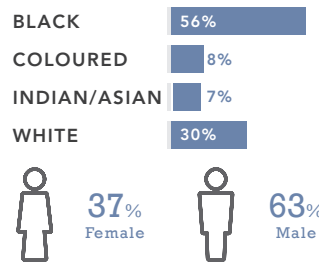
COLUMN WIDTHS	
1 column	= 36mm
2 columns	= 74mm
3 columns	= 112mm
4 columns	= 150mm
5 columns	= 188mm
6 columns	= 226mm
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8 columns	= 302mm
9 columns	= 339mm
10 columns	= 377mm

MAXIMUM ADVERTISING SPACE:
54cm x 10 col (37,7cm)

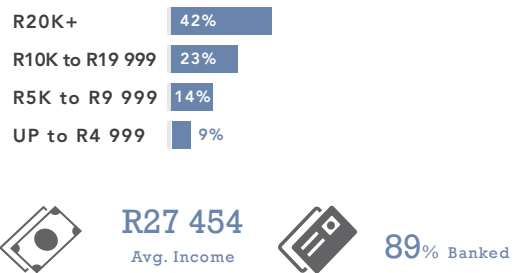
BOOKING/CANCELLATION AND MATERIAL DEADLINES		
DEADLINES		
MAIN BODY	Bookings:	12 noon, Wednesday prior to publication.
	Ad Material:	12 noon, Friday prior to publication.
	Cancellations:	12 noon, Wednesday prior to publication.

READERSHIP: 130 000 PRINT: 82 000 / PRINT ORDER: 21 205 / DIGITAL: 90 085

READER DEMOGRAPHICS:



HOUSEHOLD INCOME:



READER AGE:

