

INDEPENDENT



The Daily News is a newspaper tailor-made for the time-challenged, rush-hour reader who wants accessible news conveniently packaged for easy consumption. As the best read English daily newspaper in the province, it is fiercely independent in covering the news and offers popular platforms to constantly interact with readers.

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

DAILY NEWS AND 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
R138.12	R157.46	R172.65	R196.82	R193.37	R220.44	R220.99	R251.93

INDEPENDENT MOTORING

BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R132.87	R151.47	R132.87	R151.47	R132.87	R151.47	R132.87	R151.47

ENTERTAINMENT DIRECT

BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R128.59	R146.59	R160.74	R183.24	R180.03	R205.23	R205.74	R234.54

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)

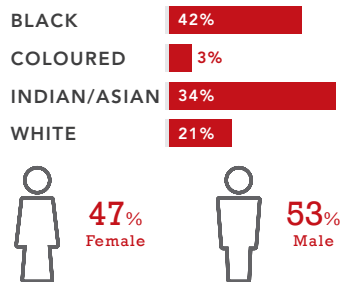
B/W, SPOT OR FULL COLOUR	excl.VAT	Incl.VAT
Front page ear	R2 591.70	R2 954.54
Front page semi solus (23x3)	R30 496.62	R34 766.15
Front page semi solus (6x7)	R11 882.64	R13 546.21
Tonight - front page solus	Full colour, no loading	

GUARANTEED POSITIONS

Page 3 (max 15x10)	+25%
Page 5 (max 20x10)	+20%
Page 7	+15%
Back page (max 20x10)	+20%

READERSHIP: 310 000 PRINT: 241 000 / CIRCULATION: 23 153 / DIGITAL: 442 184

READER DEMOGRAPHICS:

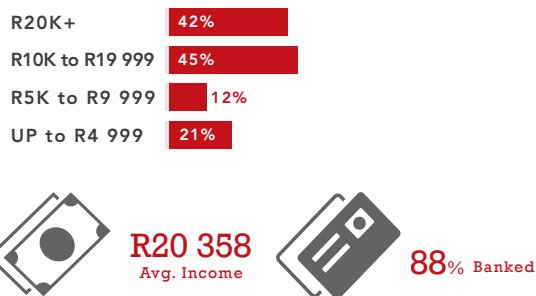


COLUMN WIDTHS

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)

HOUSEHOLD INCOME:

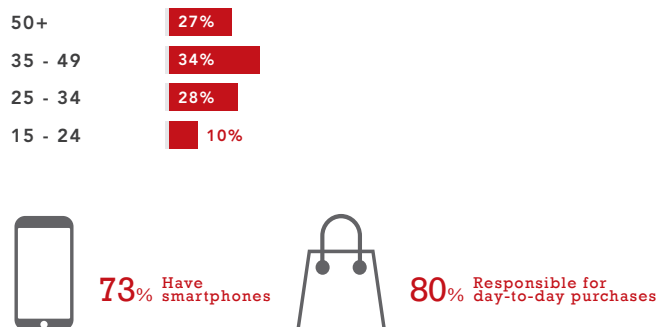


BOOKING/CANCELLATION AND MATERIAL DEADLINES

DEADLINES

Category	Booking:	Ad Material:	Cancellations:
MAIN BODY	Pre-payment: 4pm, 4 working days prior to publication.	Hard Copy: 4pm, 3 working days prior to publication.	4pm, 2 working days prior to publication.
	Account: 4pm, 3 working days prior to publication.	Complete: 10am, 2 working days prior to publication.	
TONIGHT	Pre-payment: 4pm, 4 working days prior to publication.	Hard Copy: 10am, 3 working days prior to publication.	12pm, 3 working days prior to publication.
	Account: 4pm, 3 working days prior to publication.	Complete: 10am, 2 working days prior to publication.	

READER AGE:



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