



The Mercury is positioned to appeal to achievers with a high disposable income, and the upwardly mobile. This includes professionals, business people, opinion makers, political leaders, public servants, academics as well as sports and arts enthusiasts. Its readers recognise that they should be plugged into their city, province, country and indeed the world to inform their decision-making and achieve success.

TARGET MARKET: KZN's LSM 8 – 10 readers.

THE MERCURY, GOODLIFE & NETWORK (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
R117.60	R134.06	R147.00	R167.58	R164.64	R187.69	R188.16	R214.50

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
R109.55	R124.89	R136.94	R156.11	R153.37	R174.84	R175.28	R199.82

LEISURE FINDER (per line)

BLACK & WHITE	INC. 14% VAT
R25.54	R29.12

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

B/W, SPOT OR FULL COLOUR	excl.VAT	Incl.VAT
Front page ear	R2 187.20	R2 493.41
Front page semi solus (23x3)	R25 966.08	R29 601.33
Front page semi solus (6x7)	R10 115.70	R11 531.90
Network front page solus (12x7)	Full colour, no loading	
Good Life front page solus (12x7)	Full colour, no loading	
GUARANTEED POSITIONS		
Page 3 (max 15x10)	+25%	
Page 5 (max 20x10)	+20%	
Page 7	+15%	
Back page (max 20x10)	+20%	

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

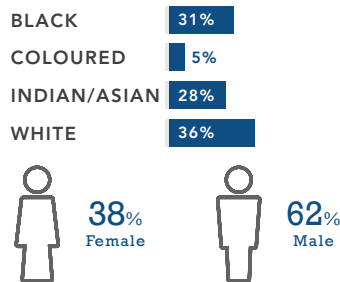
MAXIMUM ADVERTISING SPACE:
54cm x 10 col (37,7cm)

BOOKING/CANCELLATION AND MATERIAL DEADLINES

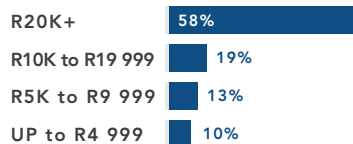
DEADLINES		
MAIN BODY	Booking:	Pre-payment: 4pm, 4 working days prior to publication. Account: 4pm, 3 working days prior to publication.
	Ad Material:	Hard Copy: 4pm, 3 working days prior to publication. Complete: 10am, 2 working days prior to publication.
	Cancellations:	4pm, 2 working days prior to publication.
GOODLIFE (Friday)	Booking:	Pre-payment: 10am, 5 working days prior to publication. Account: 10am, 4 working days prior to publication.
	Ad Material:	Hard Copy: 4pm, 3 working days prior to publication. Complete: 4pm, 2 working days prior to publication.
	Cancellations:	12pm, 3 working days prior to publication.
NETWORK (Wednesday)	Booking:	Pre-payment: 4pm, 4 working days prior to publication. Account: 10am, 3 working days prior to publication.
	Ad Material:	Hard Copy: 4pm, 2 working days prior to publication. Complete: 4pm, 2 working days prior to publication.
	Cancellations:	12pm, 2 working days prior to publication.

READERSHIP: 269 000 PRINT: 98 000 / CIRCULATION: 25 130 / DIGITAL: 154 212

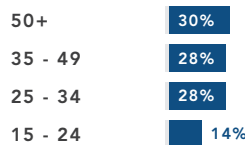
READER DEMOGRAPHICS:



HOUSEHOLD INCOME:



READER AGE:



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