

# POST

Post provides a comprehensive package of news, views and entertainment for the family, championing the interests of the Indian community and keeping readers fully informed and in touch with their roots, religions and culture.

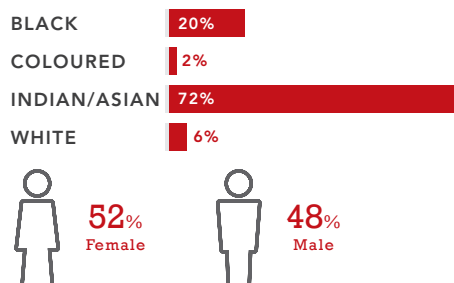
**TARGET MARKET:** KZN's LSM 6 – 10 readers.

POST - 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
R76.09	R86.74	R95.11	R108.43	R106.53	R121.44	R121.74	R138.78
ENTERTAINMENT							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R66.93	R76.30	R83.66	R95.37	R93.70	R106.82	R107.09	R122.08

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)			
B/W, SPOT OR FULL COLOUR	excl.VAT	Incl.VAT	
Front page solus - right (23x3)	R12 600.09	R14 364.10	
Front page solus - left (20x2)	R5 843.52	R6 661.61	
Front page earspace - left & right (5x2)	R1 627.90	R1 855.81	
Back page earspace - left & right (5x2)	R1 808.60	R2 061.80	
GUARANTEED POSITIONS			
Page 3 (max 15x10)		+20%	
Page 5 (max 20x10)		+15%	
Page 7		+10%	
Back page (max 27x10)		+10%	

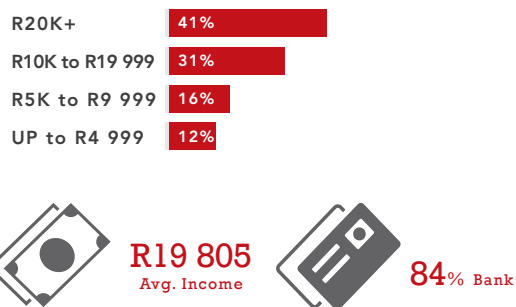
READERSHIP: 430 000 PRINT: 387 000 / CIRCULATION: 37 692 / DIGITAL: 137 423

## READER DEMOGRAPHICS:



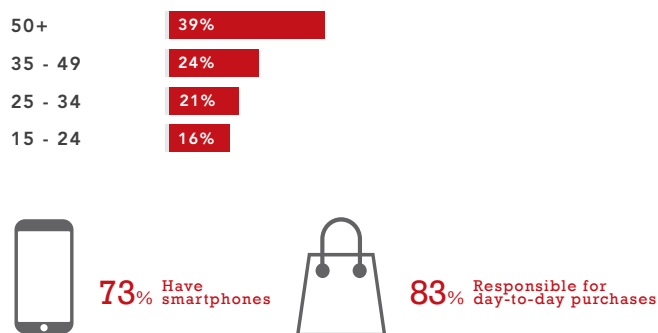
COLUMN WIDTHS		<b>MAXIMUM ADVERTISING SPACE:</b> Tabloid <b>39cm x 7 col (26,4cm)</b>
1 column	= 36mm	
2 columns	= 74mm	
3 columns	= 112mm	
4 columns	= 150mm	
5 columns	= 188mm	
6 columns	= 226mm	
7 columns	= 264mm	

## HOUSEHOLD INCOME:



BOOKING/CANCELLATION AND MATERIAL DEADLINES		
<b>DEADLINES</b>		
<b>MAIN BODY</b>	<b>Booking:</b>	4pm, 4 working days prior to publication.
	<b>Ad Material:</b>	4pm, 2 working days prior to publication.
	<b>Cancellations:</b>	12pm, 3 working days prior to publication.

## READER AGE:



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