



The core dynamics that guide the Sunday Tribune are information, analysis, interpretation and, most importantly, an understanding that the weekend reader is at leisure. The Tribune has a sense of humour – often cheeky, sometimes provocative, but always entertaining. It endeavours to filter the information explosion and provide a spread of opinion to help readers make informed decisions on matters that affect them.

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

SUNDAY TRIBUNE - 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
R184.32	R210.12	R230.40	R262.66	R258.05	R294.18	R294.91	R336.20
TRIBUNE HERALD							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R92.16	R105.06	R115.20	R131.33	R129.02	R147.08	R147.46	R168.10
ENTERTAINMENT DIRECT & KZN BUSINESS							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R122.35	R139.48	R152.94	R174.35	R171.29	R195.27	R195.76	R223.17

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)			
SPOT OR FULL COLOUR	excl.VAT	Incl.VAT	
Front page ear	R3 833.80	R4 370.53	
Front page semi solus (10x10)	R58 982.00	R67 239.48	
SM front page solus (12x7)	Full colour, no loading		
KZN Business front page solus	Full colour, no loading		
GUARANTEED POSITIONS			
Page 3 (max 12x10)	+25%		
Page 5 (max 12x10)	+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

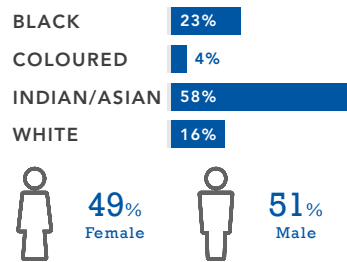
MAXIMUM ADVERTISING SPACE:

54cm x 10 col (37,7cm)

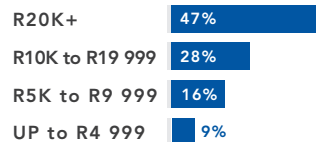
BOOKING/CANCELLATION AND MATERIAL DEADLINES		
DEADLINES MAIN BODY		
Booking:	Pre-payment: 2pm, 5 working days prior to publication. Account: 4pm, 3 working days prior to publication.	
Ad Material:	Hard Copy: 12pm, 3 working days prior to publication. Complete: 2pm, 2 working days prior to publication.	
Cancellations:	4pm, 3 working days prior to publication.	
SUNDAY MAG / TRAVEL / KZN BUS		
Booking:	Pre-payment: 2pm, 6 working days prior to publication. Account: 4pm, 5 working days prior to publication.	
Ad Material:	Hard Copy: 10am, 4 working days prior to publication. Complete: 4pm, 4 working days prior to publication.	
Cancellations:	4pm, 5 working days prior to publication.	
BUSINESS REPORT / SUNDAY HERALD		
Booking:	Pre-payment: 2pm, 6 working days prior to publication. Account: 4pm, 4 working days prior to publication.	
Ad Material:	Hard Copy: 12pm, 3 working days prior to publication. Complete: 2pm, 2 working days prior to publication.	
Cancellations:	12pm, 3 working days prior to publication.	

READERSHIP: 431 000 PRINT: 403 000 / CIRCULATION: 50 514 / DIGITAL: 339 473

READER DEMOGRAPHICS:



HOUSEHOLD INCOME:



READER AGE:

