

# Isolezwe liwela umfula ugcwele

Isolezwe is a modern isiZulu language newspaper that champions the reading needs of its audience. It is created daily by a team that understands and delivers on the interests and aspirations of its readers. The newspaper is modern in format, topical and relevant in content and independently broadminded in its reporting and commentary.

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

ISOLEZWE - 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
R156.10	R177.95	R156.10	R177.95	R156.10	R177.95	R156.10	R177.95
ISOLEZWE - GAUTENG							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R75.60	R86.18	R75.60	R86.18	R75.60	R86.18	R75.60	R86.18
ISOLEZWE - MOTORING							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R108.41	R123.59	R108.41	R123.59	R108.41	R123.59	R108.41	R123.59

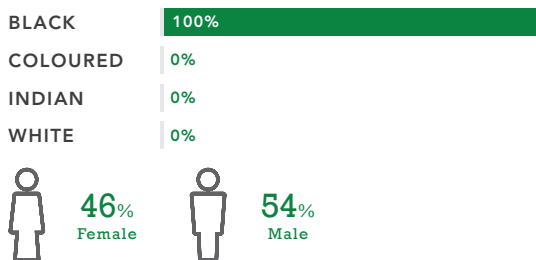
PREMIUM POSITIONS (minimum 28 day's notice of cancellation)		
B/W, SPOT OR FULL COLOUR	excl.VAT	Incl.VAT
Front page solus (10x7)	R21 854.00	R24 913.56
GUARANTEED POSITIONS		
Page 2 (10x7)	R13 112.40	R14 948.14
Page 3 (12x7)	R15 734.88	R17 937.76
Back page (15x7)	R16 390.50	R18 685.17

COLUMN WIDTHS		<h2>MAXIMUM ADVERTISING SPACE:</h2> <p>39cm x 7 col (26,4cm)</p>
1 column	= 36mm	
2 columns	= 74mm	
3 columns	= 112mm	
4 columns	= 150mm	
5 columns	= 188mm	
6 columns	= 226mm	
7 columns	= 264mm	

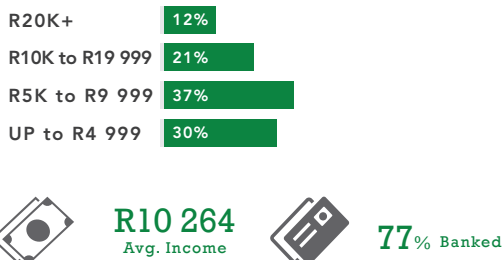
BOOKING/CANCELLATION AND MATERIAL DEADLINES	
DEADLINES	
<b>MAIN BODY</b>	<b>Booking:</b> 4pm, 3 days prior to publication. <b>Ad Material:</b> 4pm, 2 working days prior to publication. <b>Cancellations:</b> 4pm, 2 working days prior to publication.

READERSHIP: 1 154m PRINT: 1 079m / CIRCULATION: 78 220 / DIGITAL: 123 646

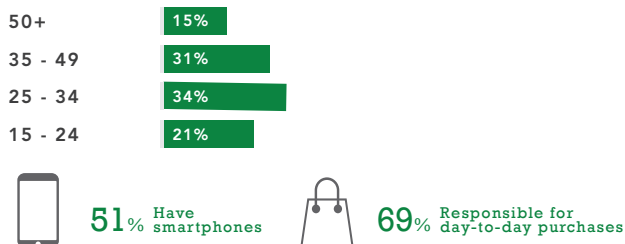
### READER DEMOGRAPHICS:



### HOUSEHOLD INCOME:



### READER AGE:



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