



Isolezwe ngoMgqibelo reflects the target readers' Saturday – busy and social. Isolezwe ngoMgqibelo includes news, highlights and topical discussion, but the focus is firmly on entertainment – celebs, fashion, glamour and gigs, along with an abundance of sport.

**TARGET MARKET:** KZN's LSM 5 – 6 readers.

| ISOLEZWE NGOMGQIBELO - 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 |
| R122.05   | R139.14      | R122.05       | R139.14      | R122.05       | R139.14      | R122.05     | R139.14      |

| PREMIUM POSITIONS (minimum 28 day's notice of cancellation) |            |            |
|---|------------|------------|
| B/W, SPOT OR FULL COLOUR                                    | excl.VAT   | Incl.VAT   |
| Front page solus (10x7)                                     | R12 815.25 | R14 609.39 |
| <b>GUARANTEED POSITIONS</b>                                 |            |            |
| Page 2 (15x7)   | R14 096.78 | R16 070.32 |
| Page 3 (15x7)   | R15 378.30 | R17 531.26 |
| Page 5 (25x4)   | R14 035.75 | R16 000.76 |
| Page 7 (39x7)   | R36 651.62 | R41 782.84 |
| Back page (12x7)  | R11 790.03 | R13 440.63 |

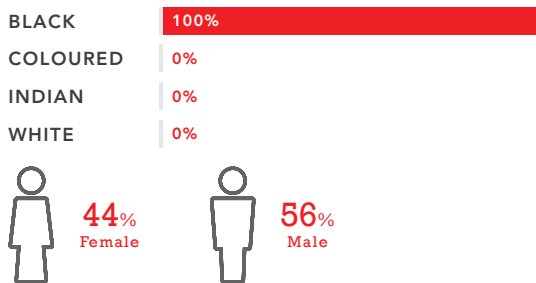
| COLUMN WIDTHS |         |
|---------------|---------|
| 1 column      | = 36mm  |
| 2 columns     | = 74mm  |
| 3 columns     | = 112mm |
| 4 columns     | = 150mm |
| 5 columns     | = 188mm |
| 6 columns     | = 226mm |
| 7 columns     | = 264mm |

**MAXIMUM ADVERTISING SPACE:**  
39cm x 7 col (26,4cm)

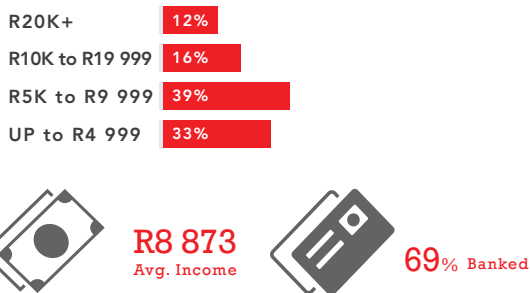
| BOOKING/CANCELLATION AND MATERIAL DEADLINES |   |
|---|---|
| <b>DEADLINES</b>                            |   |
| <b>MAIN BODY Booking:</b>                   | 4pm, 4 working days prior to publication. |
| <b>Ad Material:</b>                         | 4pm, 2 working days prior to publication. |
| 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

READERSHIP: 911 000 PRINT: 902 000 / CIRCULATION: 66 117 / DIGITAL: 123 646

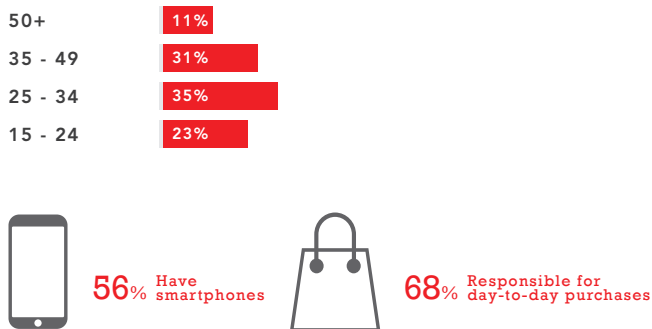
### READER DEMOGRAPHICS:



### HOUSEHOLD INCOME:



### READER AGE:



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