



Isolezwe ngeSonto is a tabloid, but with quality reporting. It is light on serious news and big on entertainment, TV and sports. Isolezwe ngeSonto is tuned into the weekend mood, but without compromising on intelligence and respect for its readers.

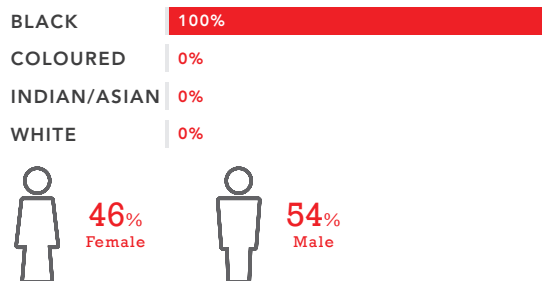
TARGET MARKET: KZN's LSM 5 – 6 readers.

ISOLEZWE NGESONTO - 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
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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
GUARANTEED POSITIONS		
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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

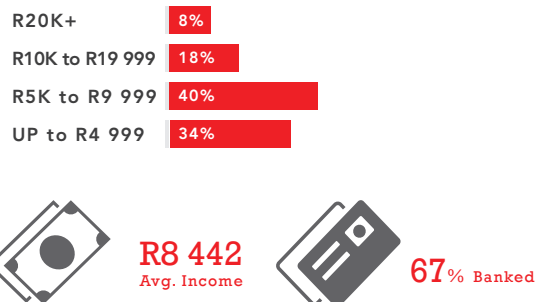
READERSHIP: 1 111m PRINT: 1 101m/ CIRCULATION: 63 809 / DIGITAL: 123 646

READER DEMOGRAPHICS:



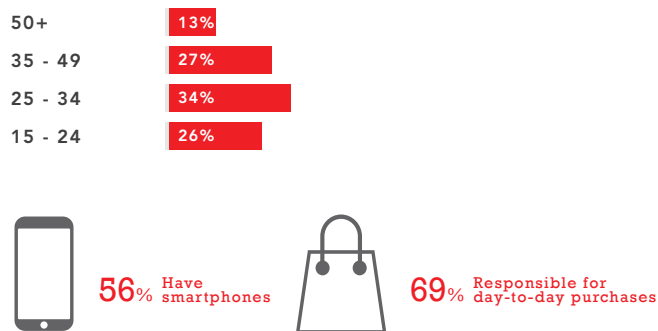
COLUMN WIDTHS		MAXIMUM ADVERTISING SPACE: 39cm x 7 col (26,4cm)
1 column	= 36mm	
2 columns	= 74mm	
3 columns	= 112mm	
4 columns	= 150mm	
5 columns	= 188mm	
6 columns	= 226mm	
7 columns	= 264mm	

HOUSEHOLD INCOME:



BOOKING/CANCELLATION AND MATERIAL DEADLINES	
DEADLINES	
MAIN BODY	<p>Booking: 4pm, 4 working days prior to publication.</p> <p>Ad Material: 10am, 1 working day prior to publication.</p> <p>Cancellations: 4pm, 3 working days prior to publication.</p>

READER AGE:



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