



Weekend papers for readers in the Western Cape, encompassing all the issues of the week that was and the week to come. News, finance, entertainment and sport, with a strong emphasis on lifestyle – designed to be a feast of lighter, easily accessible reading on Saturday, and more in-depth and thought provoking reading on Sunday.

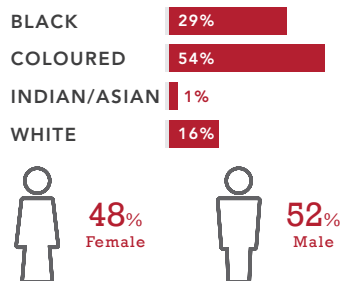
TARGET MARKET: Cape Town's LSM 7 – 10 readers.

WEEKEND ARGUS - 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
R181.44	R206.84	R226.80	R258.55	R254.02	R289.58	R290.30	R330.94

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)		
Main Body	Full colour	+100%
The Good Weekend	Space rate	+30%
Independent Traveller	Space rate	+30%

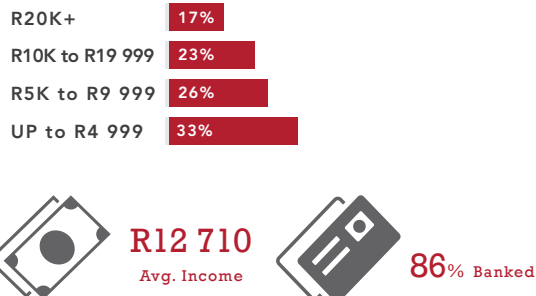
READERSHIP: 209 000 PRINT: 188 000 / PRINT ORDER: 38 000 / DIGITAL: 27 827

READER DEMOGRAPHICS:



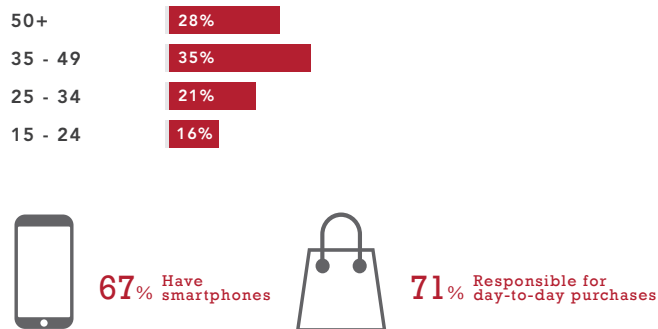
COLUMN WIDTHS		MAXIMUM ADVERTISING SPACE: 54cm x 10 col (37,9cm)
1 column	= 33mm	
2 columns	= 74mm	
3 columns	= 110mm	
4 columns	= 150mm	
5 columns	= 188mm	
6 columns	= 226mm	
7 columns	= 264mm	
8 columns	= 303mm	
9 columns	= 342mm	
10 columns	= 379mm	

HOUSEHOLD INCOME:



BOOKING/CANCELLATION AND MATERIAL DEADLINES	
DEADLINES	
Weekend Argus Booking	Week prior to Thurs 12 noon
Weekend Argus Material	Week prior to Fri 12 noon
The Good Weekend Booking	Week prior to Mon 5pm
The Good Weekend Material	Week prior to Wed 12 noon
Independent Traveller Booking	Week prior to Mon 10am
Independent Traveller Material	Week prior to Wed 12 noon

READER AGE:



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