



Cape Town's main English language morning newspaper, offering breaking city and national news, and in-depth coverage of politics, business and sport.

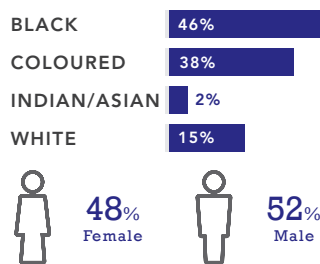
TARGET MARKET: Cape Town's LSM 9 – 10 readers.

CAPE TIMES - 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
R146.30	R166.78	R182.88	R208.48	R204.82	R233.49	R234.08	R266.85
TOP OF THE TIMES							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R146.30	R166.78	R182.88	R208.48	R204.82	R233.49	R234.08	R266.85
CAPE TIMES - MOTORING							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R132.50	R151.05	R165.63	R188.82	R185.50	R211.47	R212.00	R241.68

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)			
Front page ear space	2 col x 5cm F/C	R4 681.60	excl.VAT
Ear spaces (Other)	2 col x 5cm F/C	R3 043.04	excl.VAT
FRONT PAGES:			
Main Body	Full colour +100%		
Top of the Times	Space rate +30%		

READERSHIP: 182 000 PRINT: 121 000 / CIRCULATION: 29 626 / DIGITAL: 252 849

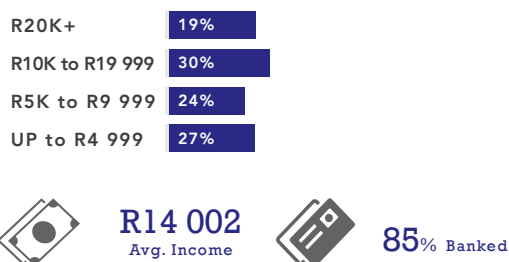
READER DEMOGRAPHICS:



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	= 303mm
9 columns	= 342mm
10 columns	= 379mm

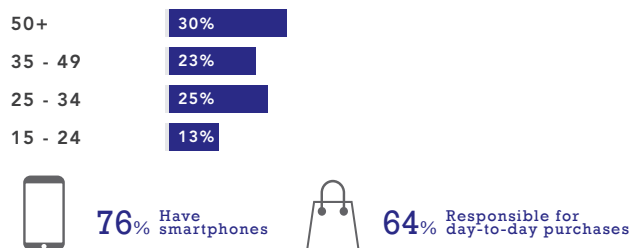
MAXIMUM ADVERTISING SPACE:
54cm x 10 col (37,9cm)

HOUSEHOLD INCOME:



BOOKING/CANCELLATION AND MATERIAL DEADLINES	
DEADLINES	
Booking deadline	9am, day prior to publication date
Material to set	12noon, day prior to publication date
Business Report Booking	9am, 2 days prior to publication date
Business Report Material	12noon, 2 days prior to publication date
Top of the Times Booking	Monday 3pm
Top of the Times Material	Wednesday 5pm

READER AGE:



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