NATIONAL / Personal Finance Rates 2019



Since its launch in 1996, Personal Finance has established itself as the leader in this market, tackling issues affecting the pocket of everyone. It is a lifestyle publication rather than a strictly business or financial publication – written to be accessible, interesting and useful to individuals concerned about their own financial affairs.

TARGET MARKET: LSM 7 – 10 readers.

#### SAT STAR/PTA NEWS SAT/SAT W.ARGUS/INDEPENDENT ON SAT. (per single column centimetre)

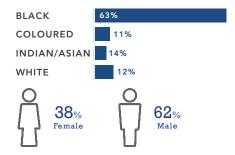
BL	ACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
	R512.62	R640.78	R717.68	R820.20

### PREMIUM POSITIONS (minimum 28 day's notice of cancellation)

Front page ear  $2 \operatorname{col} x \operatorname{5cm} F/C$ Front page solus  $7 \operatorname{col} x \operatorname{10cm} F/C$ 

READERSHIP: 551 000 / CIRCULATION: 117 952

## **READER DEMOGRAPHICS:**



### **COLUMN WIDTHS**

1 column = 33mm
2 columns = 74mm
3 columns = 110mm
4 columns = 150mm
5 columns = 188mm
6 columns = 226mm
7 columns = 264mm
39cm

# MAXIMUM ADVERTISING SPACE:

 $39cm \times 7 col (26,5cm)$ 

## **HOUSEHOLD INCOME:**

R20K+ 28%
R10K to R19 999 28%
R5K to R9 999 21%
UP to R4 999 22%



### **BOOKING AND MATERIAL DEADLINES**

**DEADLINES** 

Booking deadline 9am, 2 days prior to publication date

Material to set 9am, day prior to publication date

Complete 10am, day prior to publication date

### **READER AGE:**

50+ 26% 35 - 49 37% 25 - 34 24% 15 - 24 12%





**76**% Responsible for day-to-day purchases