



Pretoria News is a newspaper appearing in the city of Pretoria, in the Tshwane Metropolitan area, every day from Monday to Saturday. The Pretoria News offers comprehensive coverage of local news, as well as national and international news, comment and analysis by experts, sport, entertainment and lifestyle.

**TARGET MARKET:** Gauteng's LSM 7 – 10 readers.

PRETORIA NEWS & GOOD LIFE (per single column centimetre)			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R86.99	R108.73	R121.78	R139.17
PRETORIA NEWS - WORKPLACE			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R87.52	R109.40	R122.53	R140.03
PRETORIA NEWS - MOTORING			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R86.17	R107.72	R120.64	R137.88
PRETORIA NEWS - WEEKEND			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R42.74	R53.44	R59.84	R68.39
PRETORIA NEWS - WEEKEND TRAVEL			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R177.37	R221.71	R248.31	R283.78

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)			
Front page solus	23x3 or 10x10	Full colour	+100% loading
GUARANTEED POSITIONS			
Front page earspace	5x2		+100%
Skybox	3x10		+300%
Page 3	Max 30x6 or 27x10		+25%
Back page	Max 15x10		+50%
Guaranteed positions applicable rate			+25%

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	= 302mm
9 columns	= 339mm
10 columns	= 377mm

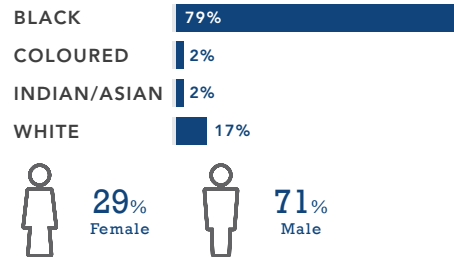
## MAXIMUM ADVERTISING SPACE:

### 54cm x 10 col (37,9cm)

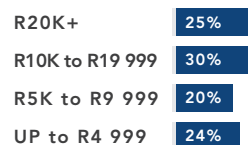
BOOKING/CANCELLATION AND MATERIAL DEADLINES		
<b>DEADLINES</b>		
<b>MAIN BODY</b>	<b>Booking:</b>	9am, 2 days prior to publication.
	<b>Ad Material:</b>	Monday: 9am, Friday prior to publication. Tuesday - Friday: 12 noon, day prior to publication.
	<b>Cancellations:</b>	9am, 2 days prior to publication.
<b>TONIGHT</b>	<b>Booking:</b>	10am, 3 days prior to publication.
	<b>Ad Material:</b>	Monday: 4pm, Thursday prior to publication. Tuesday - Friday: 4pm, 2 days prior to publication.
	<b>Cancellations:</b>	10am, 3 days prior to publication.

READERSHIP: 334 000 PRINT: 258 000 / CIRCULATION: 13 033 / DIGITAL: 140 539

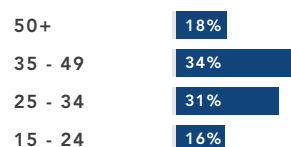
### READER DEMOGRAPHICS:



### HOUSEHOLD INCOME:



### READER AGE:



Note: VAT calculated at 15% | \*PAMS1 / ABC 2018 Q4