



The core dynamics that guide the Sunday Tribune are information, analysis, interpretation and, most importantly, an understanding that the weekend reader is at leisure. The Tribune has a sense of humour – often cheeky, sometimes provocative, but always entertaining. It endeavours to filter the information explosion and provide a spread of opinion to help readers make informed decisions on matters that affect them.

TARGET MARKET: KZN's LSM 7 – 10 readers.

SUNDAY TRIBUNE - MAIN BODY (per single column centimetre)			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R191.69	R239.62	R268.37	R306.71
TRIBUNE HERALD			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R95.85	R119.81	R134.18	R153.36
ENTERTAINMENT DIRECT & KZN BUSINESS			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R127.74	R159.06	R178.14	R203.59

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)		
SPOT OR FULL COLOUR	excl.VAT	Incl.VAT
Front page ear	R3 987.20	R4 585.30
Front page semi solus (10x10)	R61 342.00	R70 543.30
SM front page solus (12x7)	Full colour, no loading	
KZN Business front page solus	Full colour, no loading	
GUARANTEED POSITIONS		
Page 3 (max 12x10)	+25%	
Page 5 (max 12x10)	+20%	

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

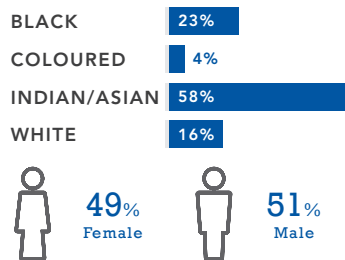
MAXIMUM ADVERTISING SPACE:

54cm x 10 col (37,9cm)

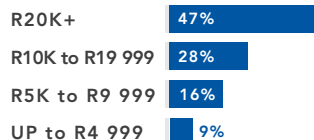
BOOKING/CANCELLATION AND MATERIAL DEADLINES	
DEADLINES MAIN BODY	Booking: Pre-payment: 2pm, 5 working days prior to publication. Account: 4pm, 3 working days prior to publication.
	Ad Material: Hard Copy: 12pm, 3 working days prior to publication. Complete: 2pm, 2 working days prior to publication.
	Cancellations: 4pm, 3 working days prior to publication.
SUNDAY MAG / TRAVEL / KZN BUS	Booking: Pre-payment: 2pm, 6 working days prior to publication. Account: 4pm, 5 working days prior to publication.
	Ad Material: Hard Copy: 10am, 4 working days prior to publication. Complete: 4pm, 4 working days prior to publication.
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BUSINESS REPORT / SUNDAY HERALD	Booking: Pre-payment: 2pm, 6 working days prior to publication. Account: 4pm, 4 working days prior to publication.
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READER DEMOGRAPHICS:



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