



The Mercury is positioned to appeal to achievers with a high disposable income, and the upwardly mobile. This includes professionals, business people, opinion makers, political leaders, public servants, academics as well as sports and arts enthusiasts. Its readers recognise that they should be plugged into their city, province, country and indeed the world to inform their decision-making and achieve success.

**TARGET MARKET:** KZN's LSM 8 – 10 readers.

**THE MERCURY, LIFESTYLE & NETWORK (per single column centimetre)**

BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R122.30	R152.88	R171.23	R195.69

**INDEPENDENT MOTORING**

BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R138.18	R138.18	R138.18	R138.18

**ENTERTAINMENT DIRECT**

BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R113.93	R142.42	R159.50	R182.29

**LEISURE FINDER (per line)**

BLACK & WHITE
R26.56

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

B/W, SPOT OR FULL COLOUR	excl.VAT	Incl.VAT
Front page ear	R2 274.70	R2 615.91
Front page semi solus (23x3)	R27 003.84	R31 054.42
Front page semi solus (6x7)	R10 520.11	R12 098.19
Network front page solus (12x7)	Full colour, no loading	
Good Life front page solus (12x7)	Full colour, no loading	
<b>GUARANTEED POSITIONS</b>		
Page 3 (max 15x10)	+25%	
Page 5 (max 20x10)	+20%	
Page 7	+15%	
Back page (max 20x10)	+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

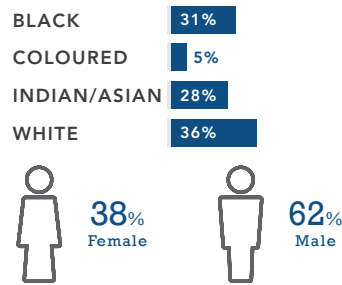
**MAXIMUM ADVERTISING SPACE:**  
54cm x 10 col (37,9cm)

**BOOKING/CANCELLATION AND MATERIAL DEADLINES**

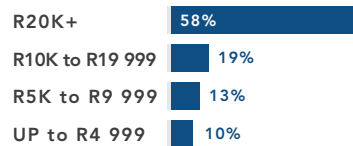
DEADLINES		
MAIN BODY	<b>Booking:</b>	Pre-payment: 4pm, 4 working days prior to publication. Account: 4pm, 3 working days prior to publication.
	<b>Ad Material:</b>	Hard Copy: 4pm, 3 working days prior to publication. Complete: 10am, 2 working days prior to publication.
	<b>Cancellations:</b>	4pm, 2 working days prior to publication.
GOODLIFE (Friday)	<b>Booking:</b>	Pre-payment: 10am, 5 working days prior to publication. Account: 10am, 4 working days prior to publication.
	<b>Ad Material:</b>	Hard Copy: 4pm, 3 working days prior to publication. Complete: 4pm, 2 working days prior to publication.
	<b>Cancellations:</b>	12pm, 3 working days prior to publication.
NETWORK (Wednesday)	<b>Booking:</b>	Pre-payment: 4pm, 4 working days prior to publication. Account: 10am, 3 working days prior to publication.
	<b>Ad Material:</b>	Hard Copy: 4pm, 2 working days prior to publication. Complete: 4pm, 2 working days prior to publication.
	<b>Cancellations:</b>	12pm, 2 working days prior to publication.

READERSHIP: 269 000 PRINT: 98 000 / CIRCULATION: 25 130 / DIGITAL: 154 212

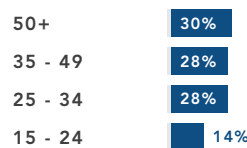
**READER DEMOGRAPHICS:**



**HOUSEHOLD INCOME:**



**READER AGE:**



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