

Isolezwe liwela umfula ugcwele

Isolezwe is a modern isiZulu language newspaper that champions the reading needs of its audience. It is created daily by a team that understands and delivers on the interests and aspirations of its readers. The newspaper is modern in format, topical and relevant in content and independently broadminded in its reporting and commentary.

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

ISOLEZWE - MAIN BODY (per single column centimetre)

| BLACK & WHITE | 1 SPOT COLOUR | 2 SPOT COLOUR | FULL COLOUR |
|---------------|---------------|---------------|-------------|
| R162.34 | R162.34 | R162.34 | R162.34 |

ISOLEZWE - MOTORING

| BLACK & WHITE | 1 SPOT COLOUR | 2 SPOT COLOUR | FULL COLOUR |
|---------------|---------------|---------------|-------------|
| R112.75 | R112.75 | R112.75 | R112.75 |

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

| B/W, SPOT OR FULL COLOUR | excl.VAT | Incl.VAT |
|-----------------------------|------------|------------|
| Front page solus (10x7) | R22 727.60 | R26 136.74 |
| GUARANTEED POSITIONS | | |
| Page 2 (10x7) | R13 636.56 | R15 682.05 |
| Page 3 (12x7) | R16 363.88 | R18 818.47 |
| Back page (15x7) | R20 455.05 | R23 523.31 |

COLUMN WIDTHS

- 1 column = 36mm
- 2 columns = 74mm
- 3 columns = 112mm
- 4 columns = 150mm
- 5 columns = 188mm
- 6 columns = 226mm
- 7 columns = 264mm

MAXIMUM ADVERTISING SPACE:
39cm x 7 col (26,4cm)

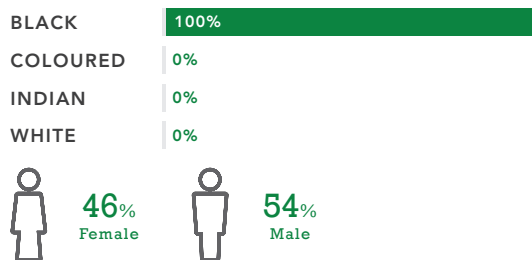
BOOKING/CANCELLATION AND MATERIAL DEADLINES

DEADLINES

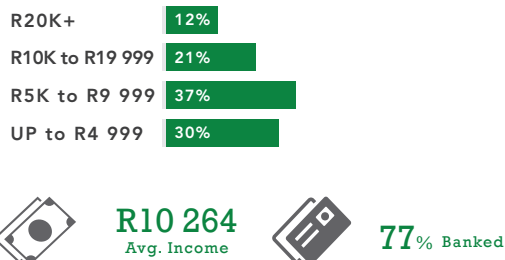
| | | |
|------------------|-----------------------|---|
| MAIN BODY | Booking: | 4pm, 3 days prior to publication. |
| | Ad Material: | 4pm, 2 working days prior to publication. |
| | Cancellations: | 4pm, 2 working days prior to publication. |

READERSHIP: 1 154m **PRINT:** 1 079m / **CIRCULATION:** 72 495 / **DIGITAL:** 151 048

READER DEMOGRAPHICS:



HOUSEHOLD INCOME:



READER AGE:

