



Unchallenged as South Africa's most influential daily newspaper, The Star covers the heart of the nation with unequalled reporting of local, national and international news and sport. It is widely considered to be a superb advertising environment. Targeted at people in Greater Johannesburg – South Africa's major economic hub.

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

#### THE STAR - MAIN BODY (per single column centimetre)

BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R298.48	R373.10	R417.87	R477.57

#### THE STAR - AUCTIONS

BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R214.75	R268.44	R300.65	R343.60

#### THE STAR - TONIGHT

BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R286.95	R358.69	R401.73	R459.12

#### THE STAR - TONIGHT (TRAVEL + ENTERTAINMENT) / MOTORING / SOCIETY

BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R256.70	R320.88	R359.38	R410.73

#### THE STAR - METRO

BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R256.70	R320.88	R359.38	R410.73

#### 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

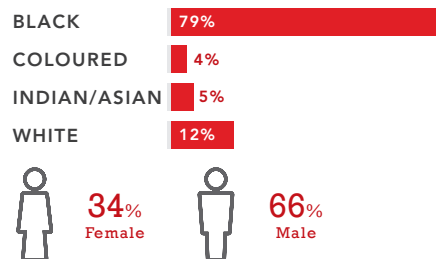
##### DEADLINES

<b>MAIN BODY</b>	<b>Booking:</b>	12 noon, 2 days prior to publication.
	<b>Ad Material:</b>	Monday: 12 noon prior to publication. Tuesday - Friday: 10am, day prior to publication.
	<b>Cancellations:</b>	12 noon, 2 days prior to publication.

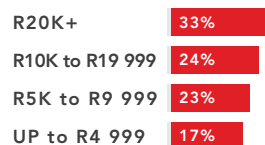
<b>TONIGHT</b>	<b>Booking:</b>	10am, 3 days prior to publication.
	<b>Ad Material:</b>	Monday: 4pm, Thursday prior to publication. Tuesday - Friday: 4pm, 2 days prior to publication.
	<b>Cancellations:</b>	10am, 3 days prior to publication.

READERSHIP: 679 000 PRINT: 401 000 / CIRCULATION: 71 692 / DIGITAL: 272 612

#### READER DEMOGRAPHICS:



#### HOUSEHOLD INCOME:



**R19 798**  
Avg. Income



**85% Banked**

#### READER AGE:



**80% Have smartphones**



**67% Responsible for day-to-day purchases**