



Weekend papers for readers in the Western Cape, encompassing all the issues of the week that was and the week to come. News, finance, entertainment and sport, with a strong emphasis on lifestyle – designed to be a feast of lighter, easily accessible reading on Saturday, and more in-depth and thought provoking reading on Sunday.

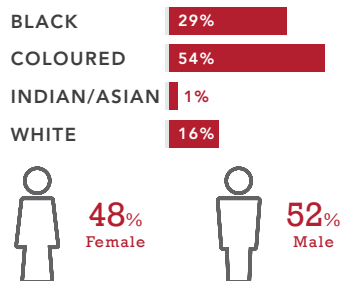
TARGET MARKET: Cape Town's LSM 7 – 10 readers.

WEEKEND ARGUS - SATURDAY & SUNDAY (COMBO) (per single column centimetre)			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R188.70	R235.89	R264.18	R301.91

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)			
Front page solus	23 x 3 or 10 x 10	Full colour	+100% loading
GUARANTEED POSITIONS			
Front page earspace	5 x 2		+100%
Skybox	3 x 10		+300%
Guaranteed positions applicable rate			+25%

READERSHIP: 209 000 PRINT: 188 000 / PRINT ORDER: 38 000 / DIGITAL: 27 827

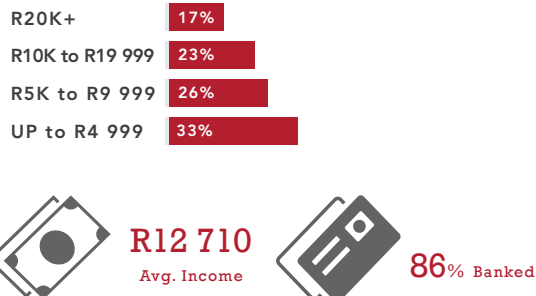
READER DEMOGRAPHICS:



COLUMN WIDTHS	
1 column	= 33mm
2 columns	= 74mm
3 columns	= 110mm
4 columns	= 150mm
5 columns	= 188mm
6 columns	= 226mm
7 columns	= 264mm
8 columns	= 303mm
9 columns	= 342mm
10 columns	= 379mm

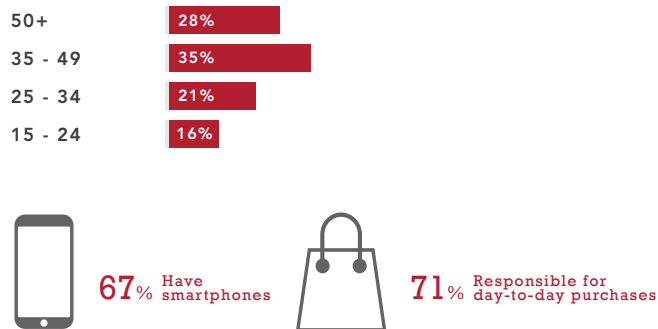
MAXIMUM ADVERTISING SPACE:
54cm x 10 col (37,9cm)

HOUSEHOLD INCOME:



BOOKING/CANCELLATION AND MATERIAL DEADLINES	
DEADLINES	
Weekend Argus Booking	Week prior to Thurs 12 noon
Weekend Argus Material	Week prior to Fri 12 noon
Affluence Booking	Week prior to Mon 5pm
Affluence Material	Week prior to Wed 12 noon
Travel Booking	Week prior to Mon 10am
Travel Material	Week prior to Wed 12 noon

READER AGE:



Note: VAT calculated at 15% | *PAMS1 / ABC 2019 Q2