INDEPENDENT

Daily News

The Daily News is a newspaper tailor-made for the time-challenged, rush-hour reader who wants accessible news conveniently packaged for easy consumption. As the best read English daily newspaper in the province, it is fiercely independent in covering the news and offers popular platforms to constantly interact with readers.

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

DAILY NEWS AND LIFESTYLE (per single column centimetre)

BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R143.64	R179.56	R201.10	R229,83

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
R133.73	R167.17	R187.23	R213.97

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

B/W, SPOT OR FULL COLOUR	excl.VAT	Incl.VAT
Front page ear	R2 695.40	R3 099.70
Front page semi solus (23x3)	R31 716.54	R36 474.03
Front page semi solus (6x7)	R12 358.08	R14 211.80
Tonight - front page solus	Full colour, no loading	

GUARANTEED POSITIONS	
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)

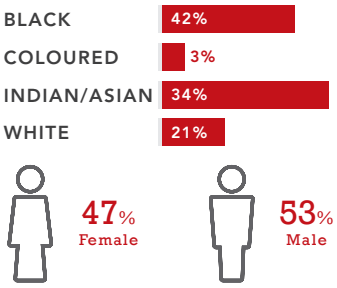
BOOKING/CANCELLATION AND MATERIAL DEADLINES

DEADLINES

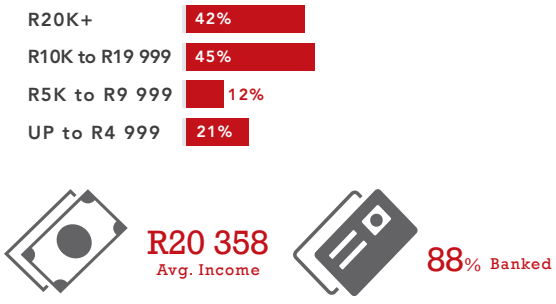
MAIN BODY	**Booking:**	Pre-payment: 4pm, 4 working days prior to publication. Account: 4pm, 3 working days prior to publication.
	Ad Material:	Hard Copy: 4pm, 3 working days prior to publication. Complete: 10am, 2 working days prior to publication.
	Cancellations:	4pm, 2 working days prior to publication.
TONIGHT	**Booking:**	Pre-payment: 4pm, 4 working days prior to publication. Account: 4pm, 3 working days prior to publication.
	Ad Material:	Hard Copy: 10am, 3 working days prior to publication. Complete: 10am, 2 working days prior to publication.
	Cancellations:	12pm, 3 working days prior to publication.

READERSHIP: 310 000 **PRINT:** 241 000 / **CIRCULATION:** 22 443 / **DIGITAL:** 442 184

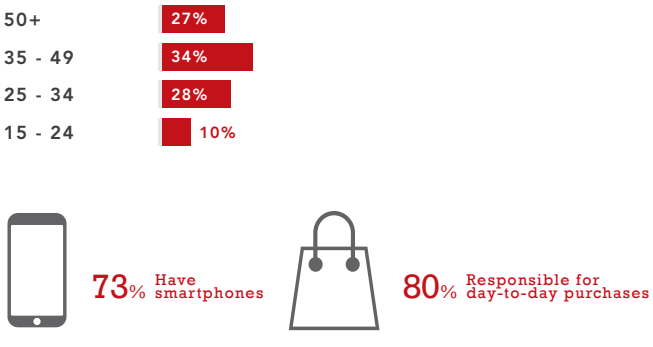
READER DEMOGRAPHICS:



HOUSEHOLD INCOME:



READER AGE:



Note: VAT calculated at 15% | *PAMS1 / ABC 2020 Q2