Isolezwe ngeSonto

Isolezwe ngeSonto is a tabloid, but with quality reporting. It is light on serious news and big on entertainment, TV and sports. Isolezwe ngeSonto is tuned into the weekend mood, but without compromising on intelligence and respect for its readers.

TARGET MARKET: KZN's LSM 5 – 6 readers.

ISOLEZWE NGESONTO - MAIN BODY (per single column centimetre)

BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R126.93	R126.93	R126.93	R126.93

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

B/W, SPOT OR FULL COLOUR	excl.VAT	Incl.VAT
Front page solus (10x7)	R13 327.65	R15 326.80
GUARANTEED POSITIONS		
Page 2 (15x7)	R14 660.42	R16 859.49
Page 3 (15x7)	R15 993.18	R18 392.11
Page 5 (25x4)	R14 596.95	R16 786.50
Page 7 (39x7)	R38 117.08	R43 834.65
Back page (12x7)	R12 261.44	R14 100.66

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, 4 working days prior to publication.
	Ad Material:	10am, 1 working day prior to publication.
	Cancellations:	4pm, 3 working days prior to publication.

READERSHIP: 1 111m **PRINT:** 1 101m/ **CIRCULATION:** 51 992 / **DIGITAL:** 151 048

READER DEMOGRAPHICS:

BLACK	100%
COLOURED	0%
INDIAN/ASIAN	0%
WHITE	0%

46% Female

54% Male

HOUSEHOLD INCOME:

R20K+	8%
R10K to R19 999	18%
R5K to R9 999	40%
UP to R4 999	34%

R8 442 Avg. Income

67% Banked

READER AGE:

50+	13%
35 - 49	27%
25 - 34	34%
15 - 24	26%

56% Have smartphones

69% Responsible for day-to-day purchases

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