



Pretoria News is a newspaper appearing in the city of Pretoria, in the Tshwane Metropolitan area, every day from Monday to Saturday. The Pretoria News offers comprehensive coverage of local news, as well as national and international news, comment and analysis by experts, sport, entertainment and lifestyle.

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

PRETORIA NEWS & GOOD LIFE (per single column centimetre)

| BLACK & WHITE | 1 SPOT COLOUR | 2 SPOT COLOUR | FULL COLOUR |
|---------------|---------------|---------------|-------------|
| R86.99 | R108.73 | R121.78 | R139.17 |

PRETORIA NEWS - WORKPLACE

| BLACK & WHITE | 1 SPOT COLOUR | 2 SPOT COLOUR | FULL COLOUR |
|---------------|---------------|---------------|-------------|
| R87.52 | R109.40 | R122.53 | R140.03 |

PRETORIA NEWS - MOTORING

| BLACK & WHITE | 1 SPOT COLOUR | 2 SPOT COLOUR | FULL COLOUR |
|---------------|---------------|---------------|-------------|
| R86.17 | R107.72 | R120.64 | R137.88 |

PRETORIA NEWS - WEEKEND

| BLACK & WHITE | 1 SPOT COLOUR | 2 SPOT COLOUR | FULL COLOUR |
|---------------|---------------|---------------|-------------|
| R42.74 | R53.44 | R59.84 | R68.39 |

PRETORIA NEWS - WEEKEND TRAVEL

| BLACK & WHITE | 1 SPOT COLOUR | 2 SPOT COLOUR | FULL COLOUR |
|---------------|---------------|---------------|-------------|
| R177.37 | R221.71 | R248.31 | R283.78 |

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

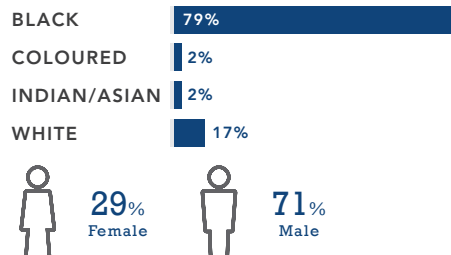
| | |
|------------------|---|
| MAIN BODY | Booking: 9am, 2 days prior to publication. |
| | Ad Material: Monday: 9am, Friday prior to publication. Tuesday - Friday: 12 noon, day prior to publication. |
| | Cancellations: 9am, 2 days prior to publication. |

TONIGHT

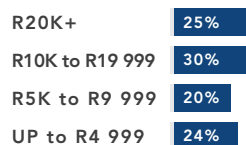
| |
|--|
| Booking: 10am, 3 days prior to publication. |
| Ad Material: Monday: 4pm, Thursday prior to publication. Tuesday - Friday: 4pm, 2 days prior to publication. |
| Cancellations: 10am, 3 days prior to publication. |

READERSHIP: 334 000 PRINT: 258 000 / CIRCULATION: 12 579 / DIGITAL: 176 663

READER DEMOGRAPHICS:



HOUSEHOLD INCOME:

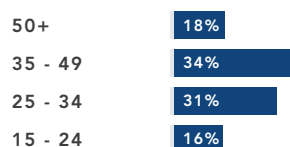


R17 966
Avg. Income



88% Banked

READER AGE:



83% Have smartphones



72% Responsible for day-to-day purchases