



The Cape Argus newspaper is a dynamic city newspaper that offers a morning edition as well as its traditional afternoon offering. It is aimed at the middle to upper income groups and seeks to lead debate in and about the city and to cover issues that are relevant to its market.

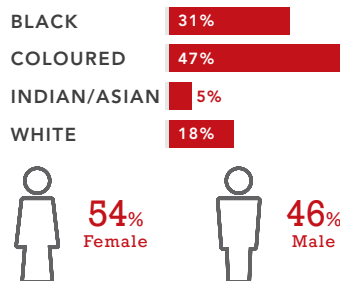
**TARGET MARKET:** Cape Town's LSM 7 – 10 readers.

CAPE ARGUS & LIFESTYLE (per single column centimetre)			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R188.70	R235.87	R264.18	R301.91

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)			
Front page solus	23 x 3 or 12 x 8 or 20 x 2	Full colour	+100% loading
<b>GUARANTEED POSITIONS</b>			
Front page earspace	5 x 2		+100%
Skybox	3 x 8		+300%
Guaranteed positions applicable rate			+25%

READERSHIP: 133 000 PRINT: 85 000 / CIRCULATION: 23 814

### READER DEMOGRAPHICS:



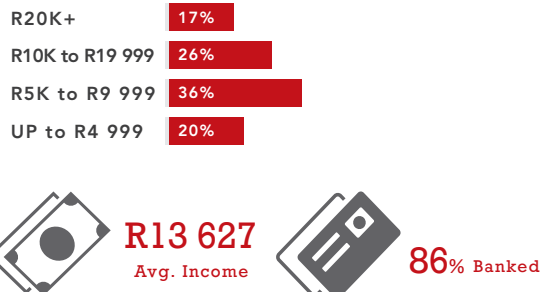
COLUMN WIDTHS	
1 column	= 36mm
2 columns	= 74mm
3 columns	= 112mm
4 columns	= 150mm
5 columns	= 188mm
6 columns	= 226mm
7 columns	= 264mm
8 columns	= 303mm

## MAXIMUM ADVERTISING SPACE:

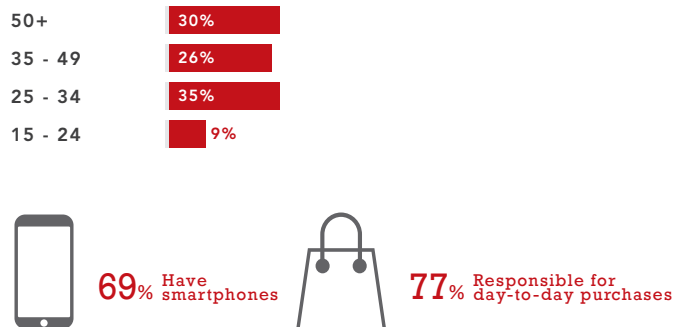
### 54cm x 8 col (30,3cm)

### HOUSEHOLD INCOME:



BOOKING/CANCELLATION AND MATERIAL DEADLINES	
<b>DEADLINES</b>	
Booking deadline	9am, 2 days prior to publication date
Material to set	9am, day prior to publication date
Complete	10am, day prior to publication date

### READER AGE:



Note: VAT calculated at 15% | \*PAMs 2017/ABC 2020 Q4