



Cape Town's main English language morning newspaper, offering breaking city and national news, and in-depth coverage of politics, business and sport.

TARGET MARKET: Cape Town's LSM 9 – 10 readers.

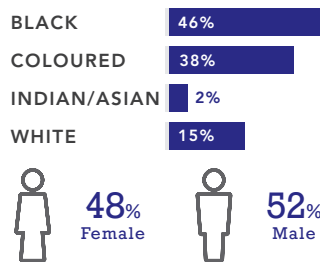
CAPE TIMES - MAIN BODY (per single column centimetre)			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R152.15	R190.20	R213.01	R243.44

CAPE TIMES - MOTORING/DRIVE360			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R137.80	R172.26	R192.92	R220.84

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)			
Front page solus	23 x 3 or 12 x 8; 12 x 7; 20 x 2	Full colour	+100% loading
GUARANTEED POSITIONS			
Front page earspace	5 x 2		+100%
Skybox	3 x 10		+300%
Guaranteed positions applicable rate			+25%

READERSHIP: 182 000 PRINT: 121 000 / CIRCULATION: 25 376

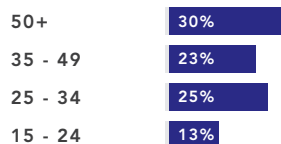
READER DEMOGRAPHICS:



HOUSEHOLD INCOME:



READER AGE:



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
9 columns	= 342mm
10 columns	= 379mm

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

BOOKING/CANCELLATION AND MATERIAL DEADLINES	
DEADLINES	
Booking deadline	9am, day prior to publication date
Material to set	12noon, day prior to publication date
Business Report Booking	9am, 2 days prior to publication date
Business Report Material	12noon, 2 days prior to publication date
Good life Booking	Monday 3pm
Good life Material	Wednesday 5pm

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