

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)

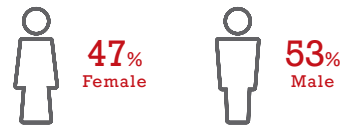
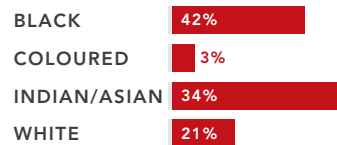
| B/W, SPOT OR FULL COLOUR     | excl. VAT               | Incl. VAT  |
|------------------------------|-------------------------|------------|
| Front page ear               | R2 695.40               | R3 099.70  |
| Front page semi solus (23x3) | R31 716.54              | R36 474.03 |
| Front page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

## GUARANTEED POSITIONS

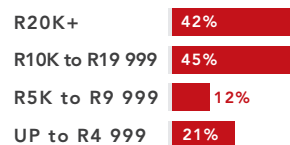
|                       |      |
|-----------------------|------|
| Page 3 (max 15x10)    | +25% |
| Page 5 (max 20x10)    | +20% |
| Page 7                | +15% |
| Back page (max 20x10) | +20% |

READERSHIP: 310 000 PRINT: 241 000 / CIRCULATION: 19 606

## READER DEMOGRAPHICS:



## HOUSEHOLD INCOME:



## 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

|                  |                       |  |
|------------------|-----------------------|--|
| <b>MAIN BODY</b> | <b>Booking:</b>       | Pre-payment: 4pm, 4 working days prior to publication.<br>Account: 4pm, 3 working days prior to publication. |
|                  | <b>Ad Material:</b>   | Hard Copy: 4pm, 3 working days prior to publication.<br>Complete: 10am, 2 working days prior to publication. |
|                  | <b>Cancellations:</b> | 4pm, 2 working days prior to publication.  |

### TONIGHT

|                       |   |
|-----------------------|---|
| <b>Booking:</b>       | Pre-payment: 4pm, 4 working days prior to publication.<br>Account: 4pm, 3 working days prior to publication.  |
| <b>Ad Material:</b>   | Hard Copy: 10am, 3 working days prior to publication.<br>Complete: 10am, 2 working days prior to publication. |
| <b>Cancellations:</b> | 12pm, 3 working days prior to publication.  |

## READER AGE:

