



The Daily Voice is a Western Cape tabloid newspaper, on sale Monday to Friday. With the motto "Ons Skrik vir Niks", the Daily Voice is first with news that is always local and always lekker. The most read daily newspaper in the Cape Town metropolitan area – *AMPS Jun 2015*.

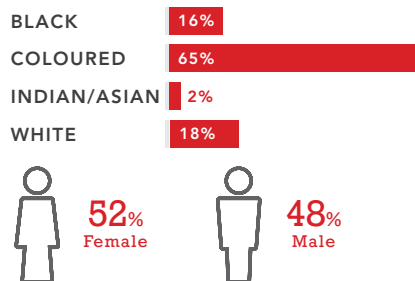
**TARGET MARKET:** Western Cape's LSM 4 – 7 readers.

DAILY VOICE - MAIN BODY (per single column centimetre)			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R136.34	R170.44	R190.88	R218.15

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)			
Front page solus	10 x 7	Full colour	+100% loading
<b>GUARANTEED POSITIONS</b>			
Front page earspace	8 x 2		+100%
Back page	6 x 2		+50%
Guaranteed positions applicable rate			+25%

READERSHIP: 434 000 PRINT: 357 000 / PRINT ORDER: 23 000

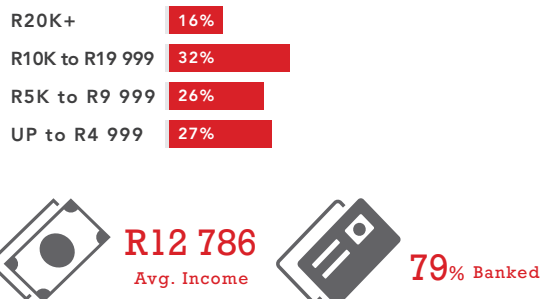
### READER DEMOGRAPHICS:



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

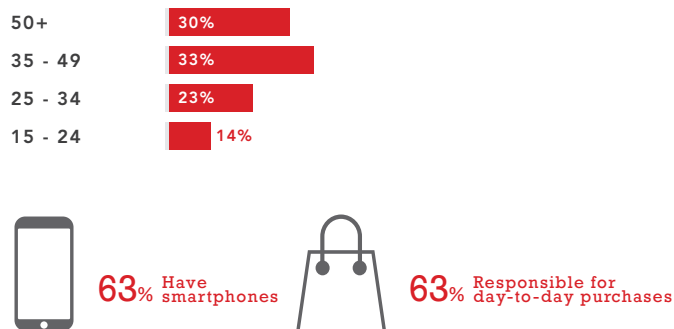
**MAXIMUM ADVERTISING SPACE:**  
39cm x 7 col (26,4cm)

### HOUSEHOLD INCOME:



BOOKING/CANCELLATION AND MATERIAL DEADLINES	
<b>DEADLINES</b>	
Booking deadline	9am, day prior to publication date
Material to set	12noon, day prior to publication date

### READER AGE:



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