

POST

Post provides a comprehensive package of news, views and entertainment for the family, championing the interests of the Indian community and keeping readers fully informed and in touch with their roots, religions and culture.

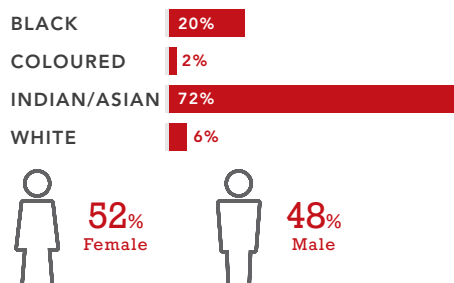
TARGET MARKET: KZN's LSM 6 – 10 readers.

POST - MAIN BODY (per single column centimetre)			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R79.13	R98.91	R110.79	R126.61
ENTERTAINMENT			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R69.61	R87.01	R97.45	R111.37

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)		
B/W, SPOT OR FULL COLOUR	excl.VAT	Incl.VAT
Front page solus - right (23x3)	R13 104.48	R15 070.16
Front page solus - left (20x2)	R7 596.80	R8 736.32
Front page earspace - left & right (5x2)	R1 693.40	R1 947.41
Back page earspace - left & right (5x2)	R1 880.90	R2 163.04
GUARANTEED POSITIONS		
Page 3 (max 15x10)	+20%	
Page 5 (max 20x10)	+15%	
Page 7	+10%	
Back page (max 27x10)	+10%	

READERSHIP: 430 000 PRINT: 387 000 / CIRCULATION: 36 699

READER DEMOGRAPHICS:

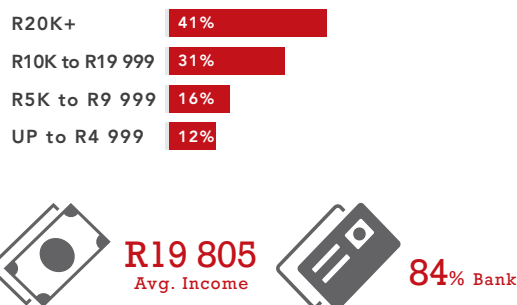


COLUMN WIDTHS	
1 column	= 36mm
2 columns	= 74mm
3 columns	= 112mm
4 columns	= 150mm
5 columns	= 188mm
6 columns	= 226mm
7 columns	= 264mm

MAXIMUM ADVERTISING SPACE:

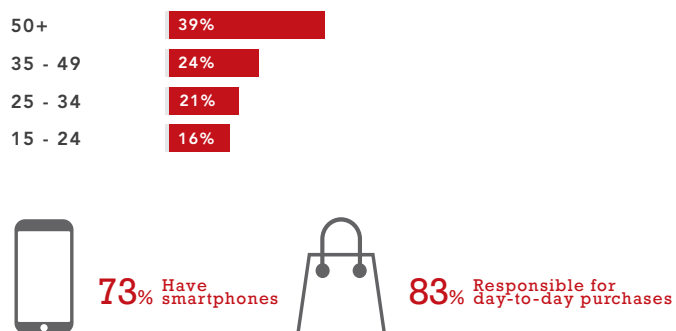
Tabloid
39cm x 7 col (26,4cm)

HOUSEHOLD INCOME:



BOOKING/CANCELLATION AND MATERIAL DEADLINES	
DEADLINES	
MAIN BODY Booking:	4pm, 4 working days prior to publication.
Ad Material:	4pm, 2 working days prior to publication.
Cancellations:	12pm, 3 working days prior to publication.

READER AGE:



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