



The Independent on Saturday is entertaining, informative and sporty. It's the most popular, must-read English Saturday newspaper in KwaZulu-Natal. It's your guide to being UP to date and having fun, whether you're staying in or going out. It's the perfect way to start the weekend; it's a case of "Miss the IOS, miss the weekend."

TARGET MARKET: KZN's LSM 7 – 10 readers.

THE INDEPENDENT ON SATURDAY - MAIN BODY (per single column centimetre)			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
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ENTERTAINMENT DIRECT			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
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LEISURE FINDER (per line)			
BLACK & WHITE	R26.32		

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)		
B/W, SPOT OR FULL COLOUR	excl. VAT	Incl. VAT
Front page ear	R2 585.90	R2 973.79
Front page solus (10x10 or 23x3)	Full colour + 100% loading	
GUARANTEED POSITIONS		
Page 3 (max 20x10)	+25%	
Page 5 (max 20x10)	+20%	
Page 7	+15%	
Back page (max 20x10)	+20%	

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

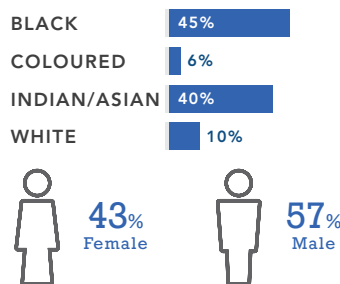
MAXIMUM ADVERTISING SPACE:

54cm x 10 col (37,9cm)

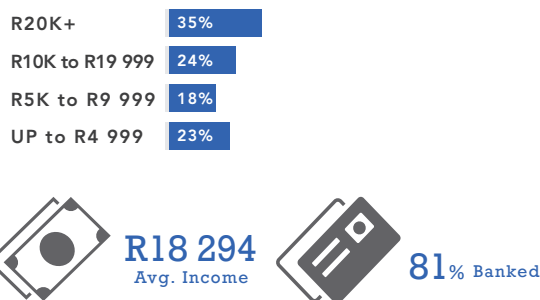
BOOKING/CANCELLATION AND MATERIAL DEADLINES		
DEADLINES		
MAIN BODY	Booking:	Pre-payment: 2pm, 6 working days prior to publication. Account: 4pm, 5 working days prior to publication.
	Ad Material:	Hard Copy: 10am, 3 working days prior to publication. Complete: 2pm, 2 working days prior to publication.
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	PERSONAL FINANCE	Booking: Pre-payment: 2pm, 6 working days prior to publication. Account: 4pm, 5 working days prior to publication.
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	Cancellations:	3pm, 3 working days prior to publication.

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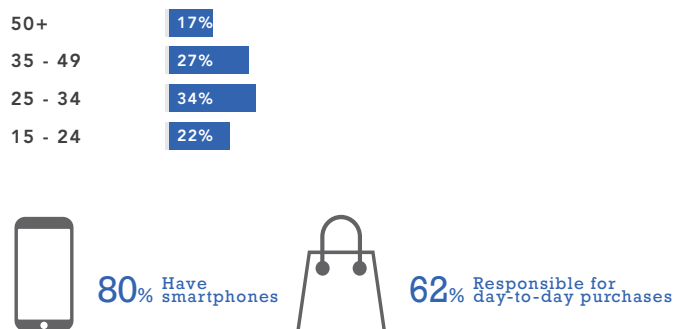
READER DEMOGRAPHICS:



HOUSEHOLD INCOME:



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