



The Saturday Star is an indispensable weekend read. It includes hard news from across the country, the best weekend sports coverage, great features, travel, and entertainment news. The paper is a perfect read for a time-pressed, spoilt-for-choice weekend reader. The Saturday Star remains the best selling Saturday paper in the country.

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

SATURDAY STAR - MAIN BODY (per single column centimetre)			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R207.64	R259.54	R290.69	R332.22
SATURDAY STAR - AUCTIONS			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R171.35	R214.19	R239.89	R274.16
SATURDAY STAR - LIFE ETC / 48 HOURS			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R199.65	R249.56	R279.51	R319.44
SATURDAY STAR - WEEKEND TRAVEL			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R177.37	R221.71	R248.31	R283.78
SUNDAY INDEPENDENT / SATURDAY STAR COMBO			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R298.59	R373.23	R418.04	R477.72

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)			
Front page solus	23x3 or 10x10	Full colour	+100% loading
Life etc	10x10	Full colour	+25% loading
Canvas	10x10	Full colour	+25% loading
GUARANTEED POSITIONS			
Front page earspace	5x2		+100%
Skybox	3x10		+300%
Page 3	Max 30x6 or 27x10		+25%
Back page	Max 15x10		+50%
Guaranteed positions applicable rate			+25%

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

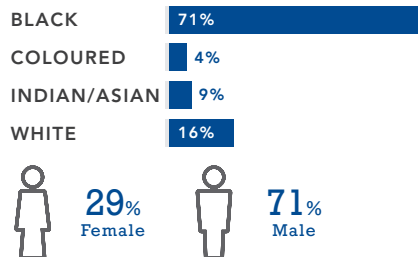
MAXIMUM ADVERTISING SPACE:

54cm x 10 col (37,9cm)

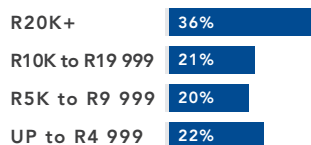
BOOKING/CANCELLATION AND MATERIAL DEADLINES	
DEADLINES MAIN BODY	Bookings & Cancellations: 3:30pm, Wednesday prior to publication. Ad Material: 10am, Thursday prior to publication.
MEDIA & MARKETING /LIFE ETC	Bookings & Cancellations: 12 noon, Tuesday prior to publication. Ad Material: 10am, Thursday prior to publication.
SATURDAY STAR PRETORIA NEWS TRAVELLER	Bookings & Cancellations: 10am, Tuesday prior to publication. Ad Material: 10am, Thursday prior to publication.

READERSHIP: 375 000 PRINT: 313 000 / CIRCULATION: 30 238

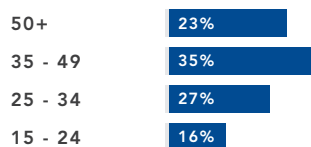
READER DEMOGRAPHICS:



HOUSEHOLD INCOME:



READER AGE:



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