



Unchallenged as South Africa's most influential daily newspaper, The Star covers the heart of the nation with unequalled reporting of local, national and international news and sport. It is widely considered to be a superb advertising environment. Targeted at people in Greater Johannesburg – South Africa's major economic hub.

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

THE STAR - MAIN BODY (per single column centimetre)			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R298.48	R373.10	R417.87	R477.57
THE STAR - AUCTIONS			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R214.75	R268.44	R300.65	R343.60
THE STAR - TONIGHT			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R286.95	R358.69	R401.73	R459.12
THE STAR - TONIGHT (TRAVEL + ENTERTAINMENT) / MOTORING / SOCIETY			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R256.70	R320.88	R359.38	R410.73
THE STAR - METRO			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R256.70	R320.88	R359.38	R410.73

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)			
Front page solus	23x3 or 10x10	Full colour	+100% 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

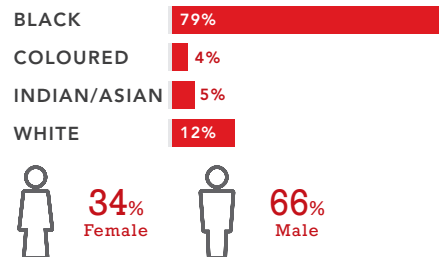
## MAXIMUM ADVERTISING SPACE:

### 54cm x 10 col (37,9cm)

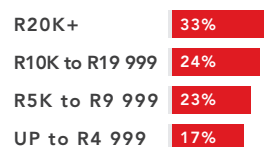
BOOKING/CANCELLATION AND MATERIAL DEADLINES		
<b>DEADLINES</b>		
<b>MAIN BODY</b>	<b>Booking:</b>	12 noon, 2 days prior to publication.
	<b>Ad Material:</b>	Monday: 12 noon prior to publication. Tuesday - Friday: 10am, day prior to publication.
	<b>Cancellations:</b>	12 noon, 2 days prior to publication.
<b>TONIGHT</b>	<b>Booking:</b>	10am, 3 days prior to publication.
	<b>Ad Material:</b>	Monday: 4pm, Thursday prior to publication. Tuesday - Friday: 4pm, 2 days prior to publication.
	<b>Cancellations:</b>	10am, 3 days prior to publication.

READERSHIP: 679 000 PRINT: 401 000 / CIRCULATION: 55 889

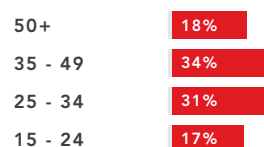
### READER DEMOGRAPHICS:



### HOUSEHOLD INCOME:



### READER AGE:



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