



Top-flight writing, investigations and photography have firmly established this quality paper as the newspaper of choice for decision makers throughout South Africa and has won it widespread critical acclaim. The publication includes high quality news, opinion and debate, well-researched analysis, cutting-edge business and sport.

TARGET MARKET: Gauteng's LSM 9 – 10 readers.

SUNDAY INDEPENDENT - MAIN BODY (per single column centimetre)			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R232,81	R291,02	R325,94	R372,51

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	10x10	Full colour	+100% loading
Dispatches page solus	10x10	Full colour	+50% loading
Business page solus	10x10	Full colour	+50% 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

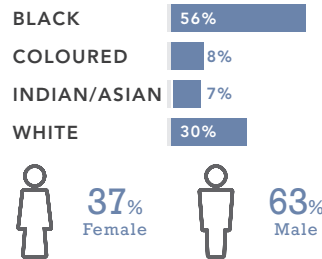
MAXIMUM ADVERTISING SPACE:

54cm x 10 col (37,9cm)

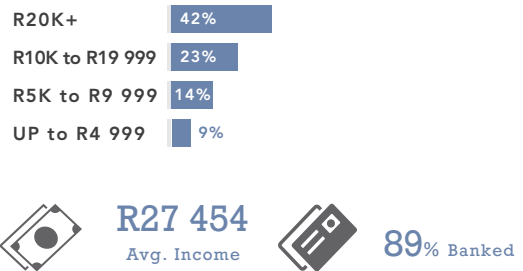
BOOKING/CANCELLATION AND MATERIAL DEADLINES	
DEADLINES	
MAIN BODY	<p>Bookings: 12 noon, Wednesday prior to publication.</p> <p>Ad Material: 12 noon, Friday prior to publication.</p> <p>Cancellations: 12 noon, Wednesday prior to publication.</p>

READERSHIP: 132 000 PRINT: 82 000 / PRINT ORDER: 21 205

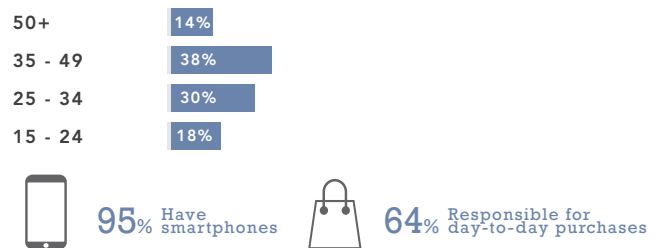
READER DEMOGRAPHICS:



HOUSEHOLD INCOME:



READER AGE:



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