



Weekend papers for readers in the Western Cape, encompassing all the issues of the week that was and the week to come. News, finance, entertainment and sport, with a strong emphasis on lifestyle – designed to be a feast of lighter, easily accessible reading on Saturday, and more in-depth and thought provoking reading on Sunday.

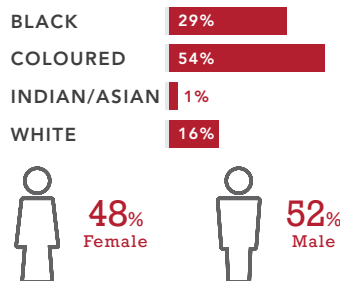
**TARGET MARKET:** Cape Town's LSM 7 – 10 readers.

WEEKEND ARGUS - SATURDAY & SUNDAY (COMBO) (per single column centimetre)			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R188.70	R235.89	R264.18	R301.91

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)			
Front page solus	23 x 3 or 10 x 10	Full colour	+100% loading
<b>GUARANTEED POSITIONS</b>			
Front page earspace	5 x 2		+100%
Skybox	3 x 10		+300%
Guaranteed positions applicable rate			+25%

READERSHIP: 255 000 PRINT: 230 000 / PRINT ORDER: 37 305

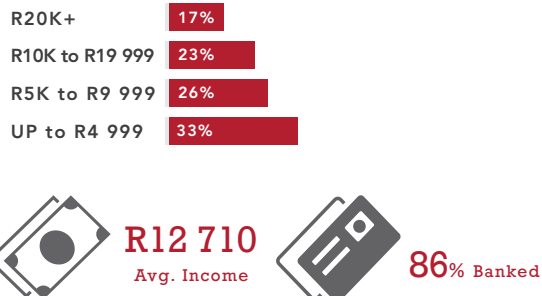
### READER DEMOGRAPHICS:



COLUMN WIDTHS	
1 column	= 33mm
2 columns	= 74mm
3 columns	= 110mm
4 columns	= 150mm
5 columns	= 188mm
6 columns	= 226mm
7 columns	= 264mm
8 columns	= 303mm
9 columns	= 342mm
10 columns	= 379mm

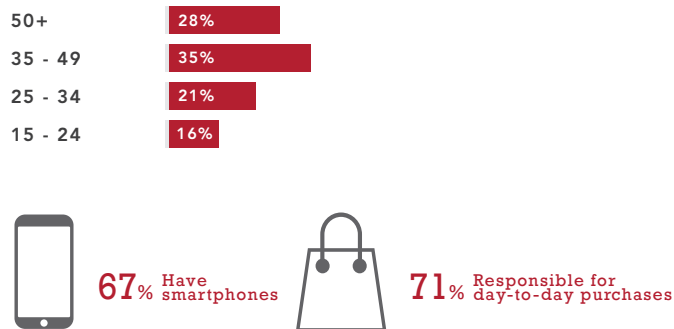
**MAXIMUM ADVERTISING SPACE:**  
54cm x 10 col (37,9cm)

### HOUSEHOLD INCOME:



BOOKING/CANCELLATION AND MATERIAL DEADLINES	
<b>DEADLINES</b>	
Weekend Argus Booking	Week prior to Thurs 12 noon
Weekend Argus Material	Week prior to Fri 12 noon
Affluence Booking	Week prior to Mon 5pm
Affluence Material	Week prior to Wed 12 noon
Travel Booking	Week prior to Mon 10am
Travel Material	Week prior to Wed 12 noon

### READER AGE:



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