



Pretoria News is a newspaper appearing in the city of Pretoria, in the Tshwane Metropolitan area, every day from Monday to Saturday. The Pretoria News offers comprehensive coverage of local news, as well as national and international news, comment and analysis by experts, sport, entertainment and lifestyle.

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

PRETORIA NEWS, PRETORIA NEWS WEEKEND & GOOD LIFE (per single column centimetre)			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R86.99	R108.73	R121.78	R139.17
PRETORIA NEWS - WORKPLACE			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R87.52	R109.40	R122.53	R140.03
PRETORIA NEWS - MOTORING			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R86.17	R107.72	R120.64	R137.88
PRETORIA NEWS - WEEKEND			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R42.74	R53.44	R59.84	R68.39
PRETORIA NEWS - WEEKEND TRAVEL			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R177.37	R221.71	R248.31	R283.78

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%

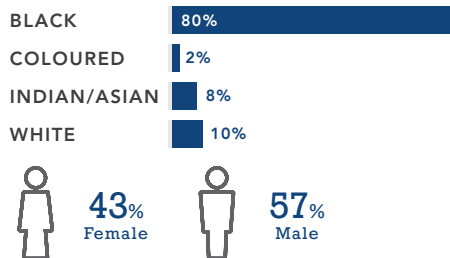
COLUMN WIDTHS

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)

PRETORIA NEWS | READERSHIP: 166 000 PRINT: 92 000 / CIRCULATION: 9 981
 PRETORIA NEWS WEEKEND | READERSHIP: 166 000 PRINT: 181 000 / CIRCULATION: 5 240

READER DEMOGRAPHICS:



HOUSEHOLD INCOME:



R17 658 Avg. Income **88%** Banked

BOOKING/CANCELLATION AND MATERIAL DEADLINES

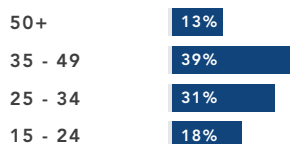
DEADLINES

MAIN BODY
 Booking: 9am, 2 days prior to publication.
 Ad Material: Monday: 9am, Friday prior to publication.
 Tuesday - Friday: 12 noon, day prior to publication.
 Cancellations: 9am, 2 days prior to publication.

TONIGHT

Booking: 10am, 3 days prior to publication.
 Ad Material: Monday: 4pm, Thursday prior to publication.
 Tuesday - Friday: 4pm, 2 days prior to publication.
 Cancellations: 10am, 3 days prior to publication.

READER AGE:



83% Have smartphones **72%** Responsible for day-to-day purchases

Note: VAT calculated at 15% | *PAMs 2019/ABC 2021 Q1