



Isolezwe ngeSonto is a tabloid, but with quality reporting. It is light on serious news and big on entertainment, TV and sports. Isolezwe ngeSonto is tuned into the weekend mood, but without compromising on intelligence and respect for its readers.

TARGET MARKET: KZN's LSM 5 – 6 readers.

ISOLEZWE NGESONTO - MAIN BODY (per single column centimetre)			
BLACK & WHITE	1 SPOT COLOUR	2 SPOT COLOUR	FULL COLOUR
R126.93	R126.93	R126.93	R126.93

PREMIUM POSITIONS (minimum 28 day's notice of cancellation)		
B/W, SPOT OR FULL COLOUR	excl.VAT	Incl.VAT
Front page solus (10x7)	R13 327.65	R15 326.80
GUARANTEED POSITIONS		
Page 2 (15x7)	R14 660.42	R16 859.49
Page 3 (15x7)	R15 993.18	R18 392.11
Page 5 (25x4)	R14 596.95	R16 786.50
Page 7 (39x7)	R38 117.08	R43 834.65
Back page (12x7)	R12 261.44	R14 100.66

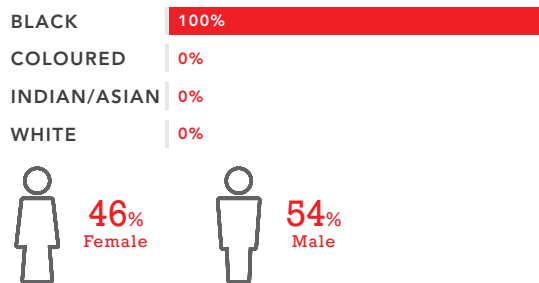
COLUMN WIDTHS	
1 column	= 36mm
2 columns	= 74mm
3 columns	= 112mm
4 columns	= 150mm
5 columns	= 188mm
6 columns	= 226mm
7 columns	= 264mm

MAXIMUM ADVERTISING SPACE:
39cm x 7 col (26,4cm)

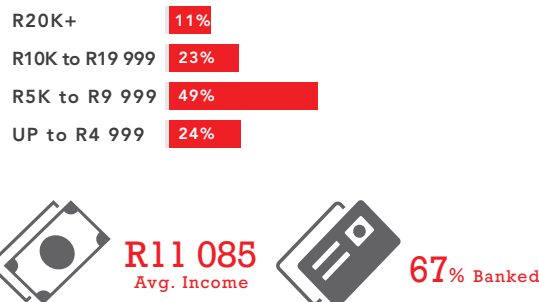
BOOKING/CANCELLATION AND MATERIAL DEADLINES	
DEADLINES	
MAIN BODY Booking:	4pm, 4 working days prior to publication.
Ad Material:	10am, 1 working day prior to publication.
Cancellations:	4pm, 3 working days prior to publication.

READERSHIP: 1 072 000 PRINT: 1 101 000/ CIRCULATION: 44 559

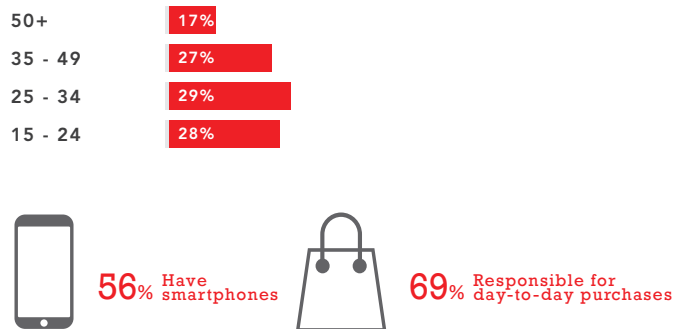
READER DEMOGRAPHICS:



HOUSEHOLD INCOME:



READER AGE:



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