

PUBLICATION GENERAL INFORMATION

Publication Type:	Newspaper	Column Width:	30mm
Print Order:	15,000	Full Page Size:	39 X 8 (390mm x 262mm)
Circulation:	15,000	Technical Specs:	
Free/Sold:	Free	1 Col: 30mm	5 Col: 165mm
Distribution:	Monthly - see dates	2 Col: 63mm	6 Col: 198mm
Frequency:	Monthly - see dates	3 Col: 96mm	7 Col: 232mm
Readership %:	White: 1%	4 Col: 130mm	8 Col: 262mm
	Black: 3%		
	Indian: 53%	Booking Deadline:	7 Days
	Coloured: 41%	Material Deadline:	7 Days
LSM:	1 - 10	Cancellation Deadline:	7 Days
Language:	English	Material:	ADSTREAM / ADSEND

RATES

	<u>Rates per PSCCM</u>	<u>Inserts - Pgs</u>	<u>Rates per '000</u>
Black & White	R 38.95	1 - 8	R 350.00
1 Spot Colour	R 40.95	10 - 16	R 450.00
Full Colour	R 48.95	18 - 24	R 650.00
		28 - 32	R 850.00
		36 - 40	R 1,250.00
		44 - 48	R 1,750.00

DISTRIBUTION

Method of Distribution		Additional Distribution Info / Dates
Free:		Dates 2013:
Knock & Drop:	15,000	Jan 31
		Jul 31
		Feb 28
		Aug 29
		Mar 31
		Sep 30
		Apr 30
		Oct 31
		May 30
		Nov 28
		Jun 30
		Dec 15
		Special Editions:
		May: Thurs 22 - Fri 30 RAMADAAN
		Ramadaan starts 28 June
		June: Mon 23 - Mon 30 EID-UL-FITR
		people start preparing early
		Eid ul Fitr 28 July
		Sep: Mon 22 - Tue 30 EID-UL-ADHA
		Eid ul Adha 4 Oct
		Diwali 23 Oct
		Sep: Mon 22 - Tue 30 DIWALI
		Nov: Thurs 20 - Fri 28 CHRISTMAS
		Dec: Mon 8 - Fri 15 Back 2 School

Distribution Areas:	
Eldorado Park	5100
Lenasia	3000
Ennerdale	2000
Robertsham	1000
Fordsburg & Oriental Plaza	1300
Ormonde	1000
Azaadville	1500
Office, Postings, Libraries	100

LOOSE INSERT DELIVERY ADDRESS:

Att: Adam Kola, 9327 Garonne Avenue, (Opposite Apex Primary School)
 Lenasia Ext. 10, 1827

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