

Mail & Guardian

MULTI MEDIA RATE CARD 2011

INTRODUCTION

The *Mail & Guardian* is not an alternative to your media mix, it is an essential! Hailed as the most informed and daring chronicler of the dying years of apartheid, the *Mail & Guardian* (formerly *The Weekly Mail*) became South Africa's premier source of news and perspective.

This ethos of providing an objective, in-depth investigation into the stories behind the stories has never wavered and, in turn, has transformed the *Mail & Guardian* into an essential read for those who want to be in the know.

The *Mail & Guardian* is a unique publishing adventure, leading the market in investigations, politics, business, health, education, science and the arts.

Home to South Africa's finest journalists, with the commitment to providing quality content by pursuing the stories that shape a country, the *Mail & Guardian* has reaped a rich harvest of awards and international accolades. Our content remains refreshing and challenging with an aim to create debate and celebrate diversity.

WHO WE ARE

The *Mail & Guardian* is living up to its tagline of "Africa's best read".

We pride ourselves on:

- South Africa's No.1 investigative newspaper
- Being the home of the country's finest journalists
- Providing comment that is fearless and independent
- Having high ethical standards and always being professional
- Market leader in quality niched printing

WHO ARE OUR READERS?

The *Mail & Guardian* has found audience appeal with a broad cross section of the population – from the upwardly mobile to captains of industry, government and academics. The *Mail & Guardian* speaks to key people in business, government and society by providing them with editorial that is relevant and catering to their information and entertainment needs. Our readers are:

- Individuals of high net worth
- Well-educated individuals
- Ambitious, up-and-coming, young professionals
- Corporates and SMMEs
- Institutions
- Government and parastatals

M&G Sections

M&G Business:

- Focuses on the key trends shaping the business and economic environment
- Provides an intelligent interpretation of how the consumer is impacted by market forces
- Provides insight into reformed measures implemented by government
- Published weekly in the *Mail & Guardian*

M&G Friday:

- The essential arts, pop culture and lifestyle supplement
- Movie reviews
- Local and international theatre coverage
- Coverage and reviews on visual arts, photography, fine art
- Book reviews, profiles of authors, interviews and colour features from here and abroad
- In-depth coverage of new music, ranging from Afro-pop to indie rock, nu-folk, dance and the contemporary avant garde
- Published weekly in the *Mail & Guardian*

M&G Travel:

- Is a section of the *M&G Friday* supplement
- Offers a fresh perspective on or leisure travel around the world
- Provides readers with a new insight into the culture, cuisine and lifestyle of exotic locations
- A focus on local destinations, boutique hotel etc.

M&G Health:

- *M&G health* pages take on the same ethos as the newspaper.
- Stories giving insights into both hard and soft news
- Technical health development
- Human interest stories and local and international news
- Emphasis on hard hitting issues close to South Africans lifestyle and family concerns. These can include choosing a day-care centre, psyching out your kids, family planning and daily health and fitness issues.

DEMOGRAPHIC DATA 2010

Gender	Male	63%
	Female	37%
Race	Black	71%
	White	20%
	Coloured	6%
	Indian	3%
Age	15 - 24	23%
	25 - 34	29%
	35 - 49	35%
	50+	13%
Language	Any SA Black Languages	63%
	English	28%
	Afrikaans	9%
Working Status	Working F/T or P/T	66%
	Not working	34%
<i>(not working sector includes students, loyal retirees and house wives)</i>		
Household Income	R20 000	37%
	R10 000 - R19 000	22%
	Up to R10 000	41%
LSM's	LSM 7-10	76%
	LSM 5-6	23%
	LSM 1-4	1%
Towns	Metro/Cities	88%
	Small Towns/Village	12%
Region	Gauteng	53%
	KZN	12%
	Western Cape	9%
	Others	26%



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Africa's Best Read

MULTI MEDIA RATE CARD 2011

Main Body

Full Colour R269 col/cm
Black & White R260 col/cm

Business R251 col/cm
Friday (8 columns) R219 col/cm
Travel (8 columns) R140 col/cm
Jobs (8 columns) & Job Connection(online) R329 col/cm
Tenders & Notices Print & Online R325 col/cm
Auctions R89 col/cm

(Colour Free) Applies to Auctions, Jobs, Tenders & Notices

SIZE	MAIN BODY	BUSINESS	FRIDAY
	Full Colour		
Full Page	R73 437	R68 523	R59 787
Half Page	R37 660	R35 140	R30 660
30x6	R48 420	R45 180	R39 420
25x4	R26 900	R25 100	R21 900
20x4	R21 520	R20 080	R17 520
15x4	R16 140	R15 060	R13 140

Special Reports

PAGES	NEWSPAPER	ENVA	GLOSS
4 Page	R168 000	R180 000	R264 000
8 Page	R224 400	R240 000	R369 600

Loose Inserts

Pages:	
4 - 8	R 872 per thousand
16 - 32	R1 092 per thousand
32 +	R1 364 per thousand

Classifieds print and online

15 words	R113.00
16+	R5.50
Block display	R136.00

Classifieds are **ONLY** one column adverts/border and logo. Colour free.
Bookings done with Chrizelda Viljoen, see advertising bookings for details.

Virtual Press Office

PRESS RELEASES PER YEAR	ANNUAL SERVICE FEE IN R
6	R14,500
8	R18,200
12	R23,700
18	R33,700
24	R42,900
30	R50,700
36	R57,900
42	R64,700
48	R70,000

VAT exclusive (RSA Only), payable quarterly, twice a year or annually.

M&G Plus Surveys, Special Projects and Custom Publishing

Full Colour Print & Online	R357
Black & White	R318

Deadline

Main Body:

M&G HEALTH, BUSINESS, EDUCATION AND COURSES, GREENING, SPORTS, FRIDAY - TRAVEL

Booking	Friday prior to publication
Material	Tuesday 15:00 prior to publication

M&G JOBS AND NOTICES

Booking	Tuesday prior to publication
Material	Wednesday 16:00 prior to publication

M&G PLUS-SURVEYS, SPECIAL PROJECTS AND CUSTOM PUBLISHING

Booking	Three weeks prior to publication
Material	Friday prior to publication



Special Position up front

Back page Solus (39x7)	50% Loading
Page 3 Solus (20x7)	50% Loading
Page 5 Solus (39x7; 20x7)	25% Loading
Page 7 Solus (39x7; 20x7)	25% Loading
Guaranteed Position	15% Loading
Front-page Courses	25% Loading

Rate excludes VAT and includes agency commission

Material Specifications

7-Column Page

MAINBODY / BUSINESS

1 Column	34mm	5 Column	184mm
2 Columns	71mm	6 Column	220mm
3 Columns	108mm	7 Column	260mm
4 Columns	145mm		

8-Column Page

RECRUITMENT / GOVERNMENT / TENDERS / COURSES / TRAVEL / FRIDAY

	31mm	5 Columns	160mm
2 Column	63mm	6 Columns	193mm
3 column	95mm	7 Columns	225mm
4 Column	128mm	8 Columns	258mm

Contact information

GAUTENG:

Grosvenor Corner
195 Jan Smuts Avenue
Corner 7th avenue
Rosebank
2193
Tel: +27 11 250 7300

P.O Box 91667
Auckland Park
South Africa
2006
adverts@mg.co.za
Fax: +27 11 250 7502

CAPE TOWN:

Metropolitan Building
13th Floor
7 Coen Steytler Avenue
Foreshore
Cape Town
8000
Tel: +27 21 425 9028

advertsct@mg.co.za
Fax: +27 21 425 9056

Advertising Bookings

CHRIZELDA VILJOEN
Online & Classifieds
+27 11 250 7407
chrizeldav@mg.co.za

PETRONELLA MAUWANE
Print
+27 11 250 7421
petronellam@mg.co.za

NTHABELEG MOHAPI
Print
+27 11 250 7413
nthabelengm@mg.co.za

LYNDALL HERBERT
Print

Tel: +27 (21) 425 9028
Fax: +27 (21) 425 9056
Cell: +27 (84) 445 0535
E-mail: lyndallh@mg.co.za

SHERRI DUNLOP
M&G Online - Press Office
Tel: (011) 807 3294
Cell: +27 (0) 76 969 9083
sherri@itweb.co.za

www.mg.co.za