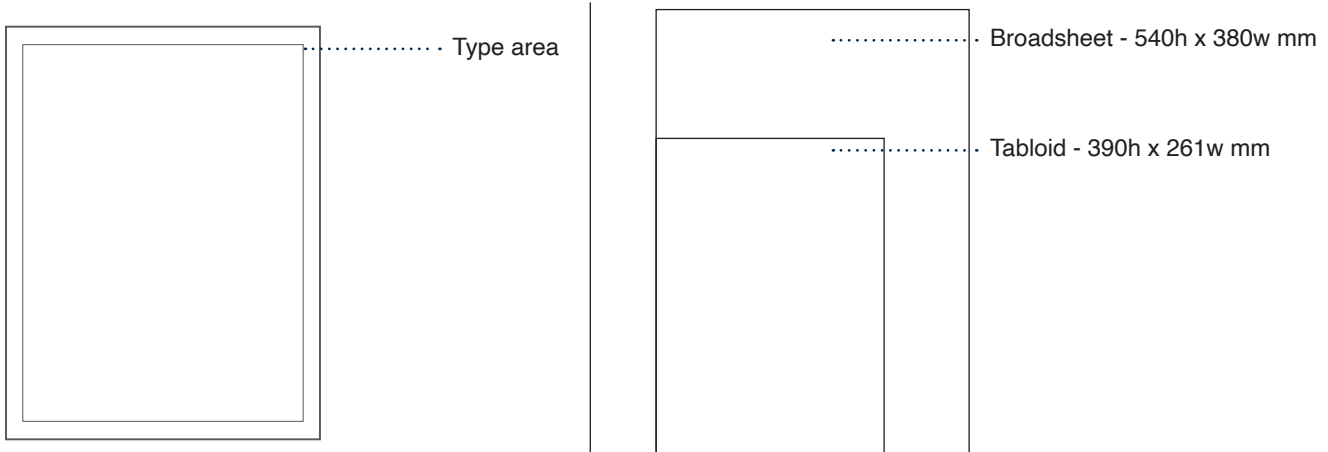


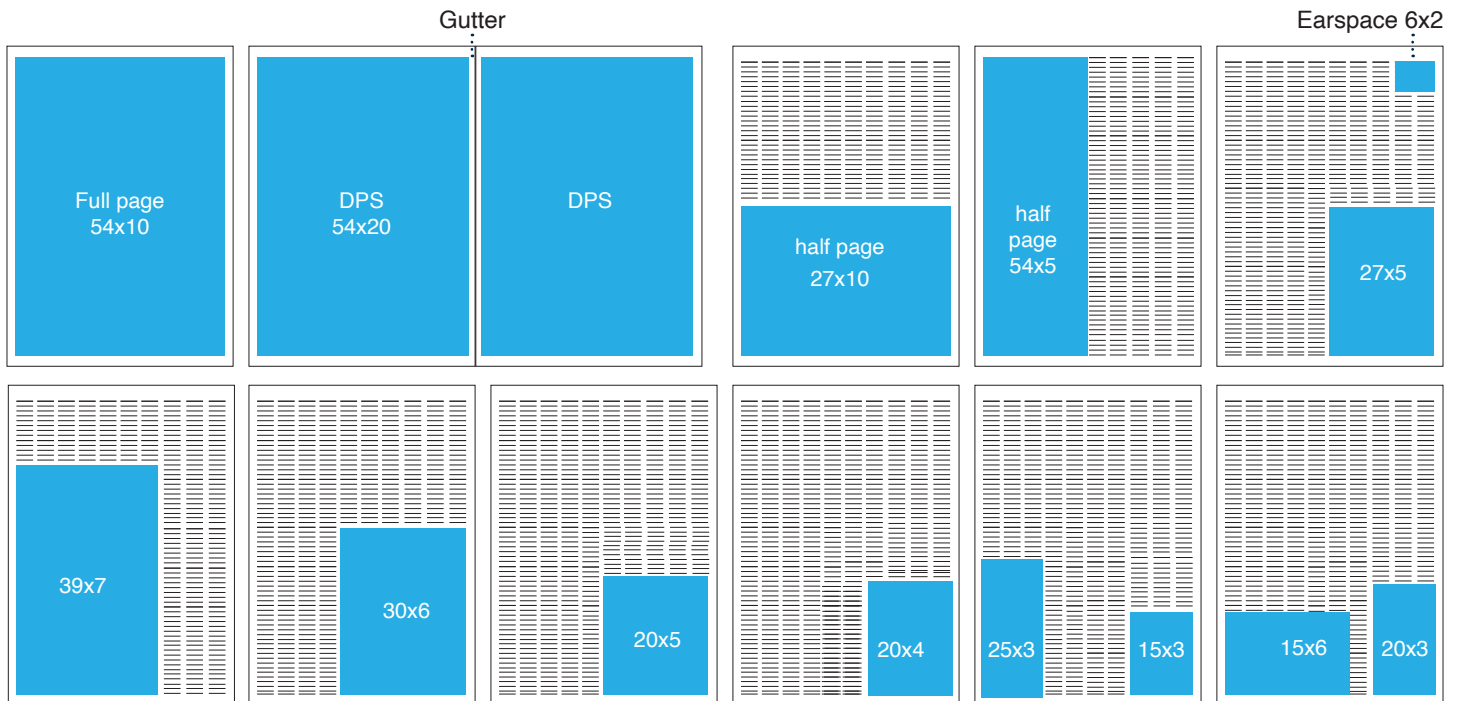
ADVERTISING MATERIAL SPECIFICATIONS



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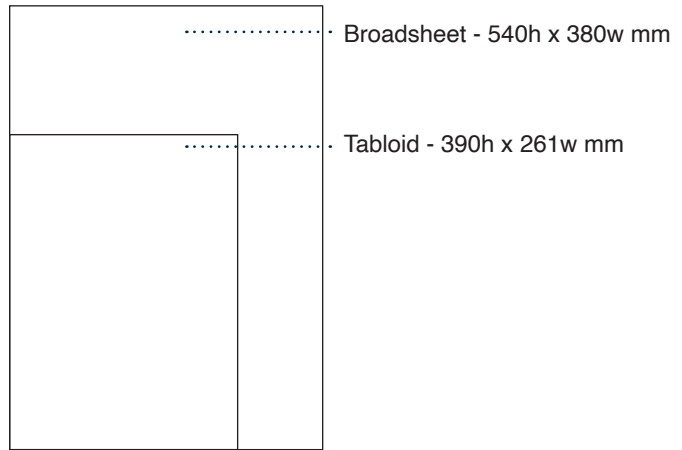
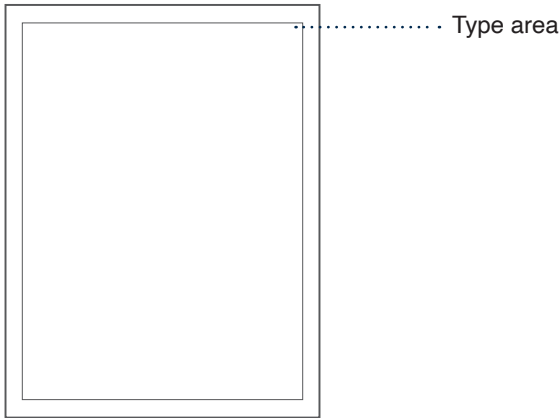


Broadsheet: Titles - [Business Day, Sunday Times, Daily Dispatch and The Herald]

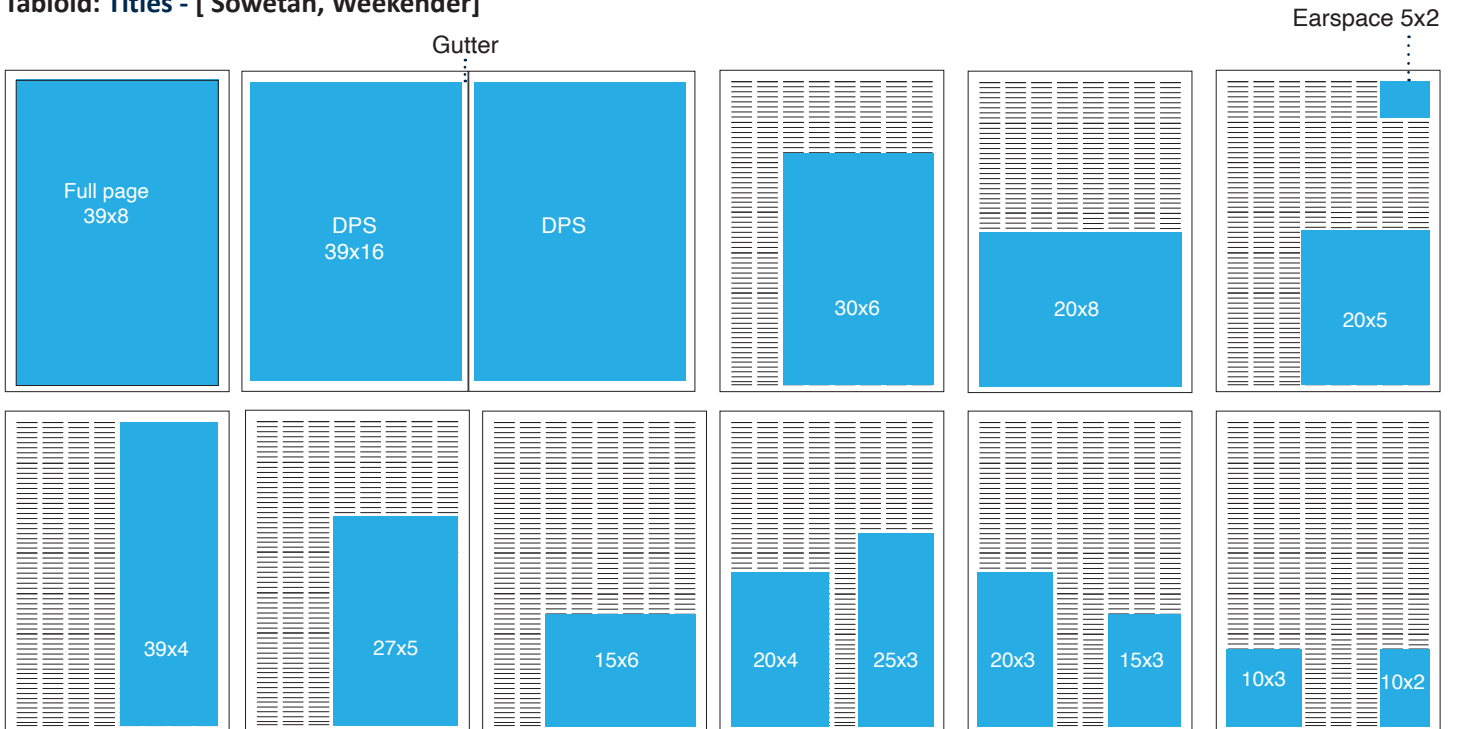


Size	Material	Deadline
54 x 10 (Full Pg)	540h x 379w mm	Business Day – 2 working days prior to publication Sunday Times – Thursday 16h00 prior to publication Weekend Post – Friday 10h00, prior to publication Daily Dispatch – 12h00, 2 working days prior to publication The Herald – Friday 10h00, prior to Monday publication
54 x 20 (DPS)	540h x 790w mm	
39 x 7 (Half Pg V)	390h x 264w mm	
27 x 10 (Half Pg H)	270h x 379w mm	
54 x 5 (Half Pg V)	540h x 187w mm	
30 x 6 (A4)	300h x 225w mm	
27 x 5 (Quarter Pg)	270h x 187w mm	
20 x 5	200h x 187w mm	
15 x 6 (A5 H)	150h x 225w mm	
20 x 4 (A5 V)	200h x 148w mm	
25 x 3	250h x 111w mm	
20 x 3	200h x 111w mm	
15 x 3	150h x 111w mm	
6 x 2 (earspace)	60h x 73w mm	

ADVERTISING MATERIAL SPECIFICATIONS

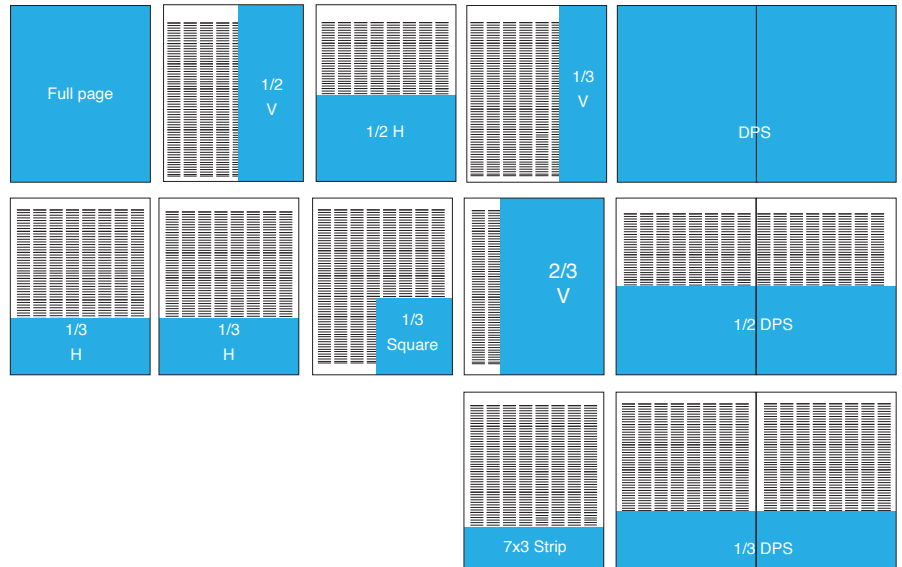
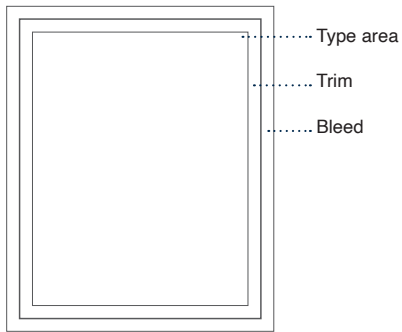


Tabloid: Titles - [Sowetan, Weekender]



Size	Material	Deadline
39 x 8 (Full Pg)	390h x 261w mm	Sowetan – 2 working days prior to publication
30 x 6 (A4)	300h x 195w mm	Weekender – 12h00, 2 working days prior to publication
20 x 8 (Half Pg H)	200h x 261w mm	
39 x 4 (Half Pg V)	390h x 129w mm	
27 x 5	270h x 162w mm	
20 x 5	200h x 162w mm	
15 x 6 (A5 H)	150h x 195w mm	
20 x 4 (A5 V)	200h x 129w mm	
25 x 3	250h x 96w mm	
20 x 3	200h x 96w mm	
15 x 3	150h x 96w mm	
10 x 3	100h x 96w mm	
10 x 2	100h x 63w mm	
5 x 2 (earspace)	50h x 63w mm	

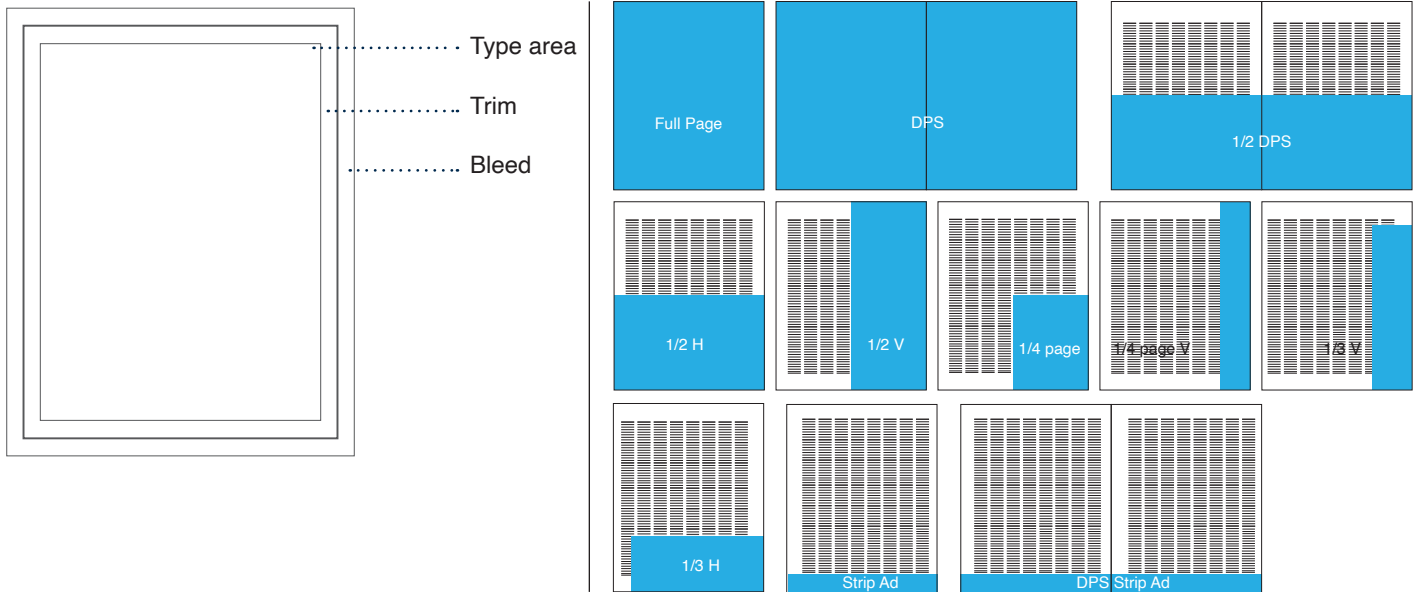
ADVERTISING MATERIAL SPECIFICATIONS



Financial Mail

Size	Material	Deadline
Full page	Type: 255h x 190mm Trim: 275h x 210mm Bleed: 283h x 220mm	FM- 1 Week prior to publication date
½ Horizontal	Type: 125h x 190w mm Trim: 135h x 210w mm Bleed: 140h x 220w mm	FM- 1 Week prior to publication date
½ Vertical	Type: 255h x 90w mm Trim: 275h x 105w mm Bleed: 283h x 117w mm	FM- 1 Week prior to publication date
DPS Double Page Spread Bleed through gutter	Type: 255h x 400w mm Trim: 275h x 420w mm Bleed: 283h x 115w mm	FM- 1 Week prior to publication date
½ DPS	Type: 125h x 400w mm Trim: 135h x 420w mm Bleed: 140h x 440w mm	FM- 1 Week prior to publication date
1/3 DPS	Type: 80h x 400w mm Trim: 85h x 420w mm Bleed: 90h x 440w mm	FM- 1 Week prior to publication date
1/3 Horizontal	Type: 80h x 190w mm Trim: 85h x 210w mm Bleed: 90h x 220w mm	FM- 1 Week prior to publication date
1/3 Vertical	Type: 255h x 60w mm Trim: 275h x 70w mm Bleed: 283h x 80w mm	FM- 1 Week prior to publication date
1/3 square	120h x 120w mm	FM- 1 Week prior to publication date
2/3 Vertical	Type: 255h x 125w mm Trim: 275h x 135w mm Bleed: 283h x 145w mm	FM- 1 Week prior to publication date
5 x 3 Strip	50h x 190w mm	FM- 1 Week prior to publication date
10 x 1	100h x 60w mm	FM- 1 Week prior to publication date

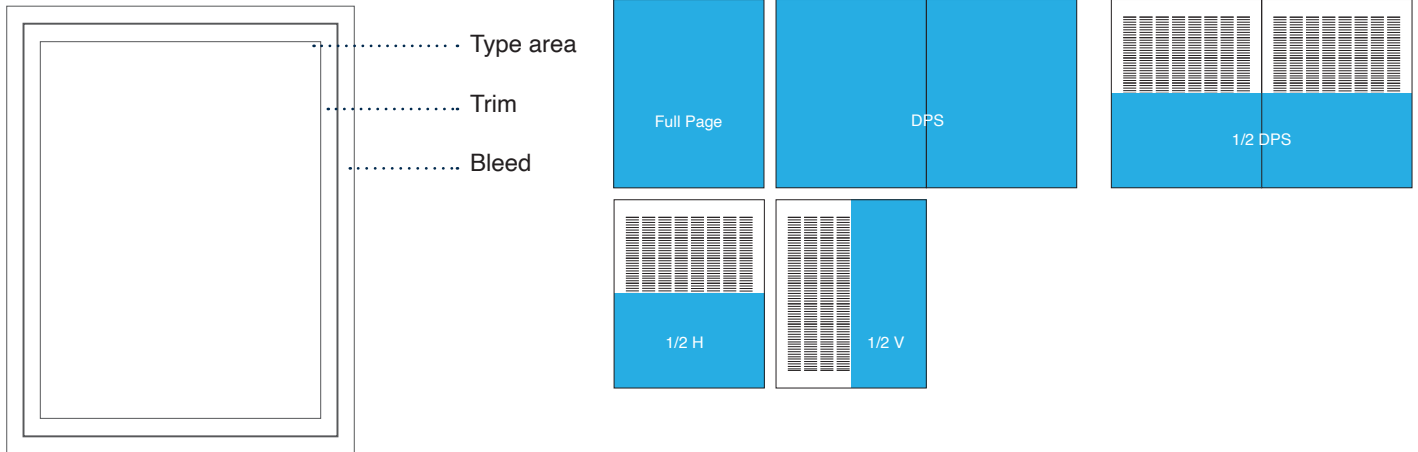
ADVERTISING MATERIAL SPECIFICATIONS



Wanted Magazine

Size	Material	Deadline
Full page	Type: 310h x 245w mm Trim: 350h x 275w mm Bleed: 356h x 285w mm	2 Weeks prior to publication date
DPS	Type: 310h x 520w mm Trim: 350h x 550w mm Bleed: 356h x 560w mm	2 Weeks prior to publication date
½ DPS	Type: 155h x 520w mm Trim: 175h x 550w mm Bleed: 178h x 560w mm	2 Weeks prior to publication date
½ Horizontal	Type: 155h x 245w mm Trim: 175h x 275w mm Bleed: 178h x 285w mm	2 Weeks prior to publication date
½ Vertical	Type: 310h x 120w mm Trim: 350h x 140w mm Bleed: 356h x 146w mm	2 Weeks prior to publication date
¼ page	Type: 155h x 120w mm Trim: 175h x 140w mm Bleed: 178h x 146w mm	2 Weeks prior to publication date
¼ page vertical	Type: 310h x 55w mm Trim: 350h x 60w mm Bleed: 356h x 71w mm	2 Weeks prior to publication date
1/3 vertical	310h x 81w mm	2 Weeks prior to publication date
1/3 Horizontal	103h x 245w mm	2 Weeks prior to publication date
Strip Ad at bottom of page	35h x 245w mm	2 Weeks prior to publication date
DPS strip ad at bottom of page	35h x 490w mm	2 Weeks prior to publication date

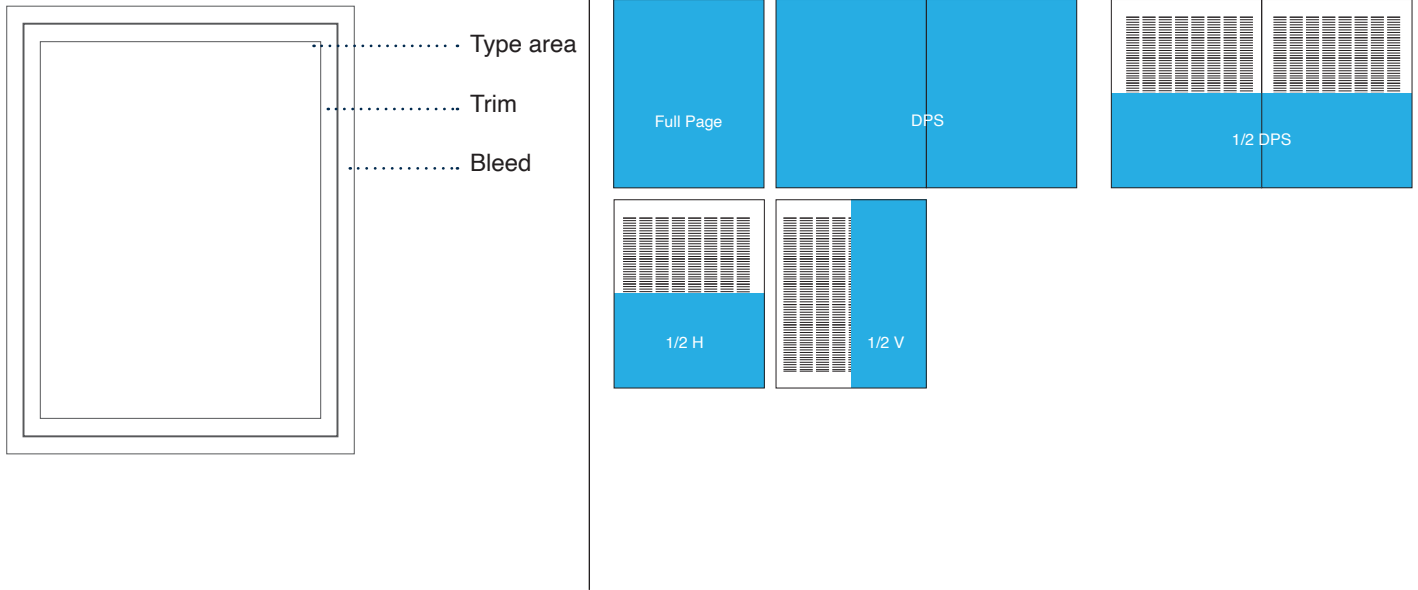
ADVERTISING MATERIAL SPECIFICATIONS



Tabloid: SMAG

Size	Material	Deadline
Full page	Type: 205h x 252w mm Trim: 232h x 297w mm Bleed: 242h x 307w mm	2 Weeks prior to publication date
DPS	Type: 440h x 252w mm Trim 464 mm x 297 mm Bleed 474 mm x 307 mm	2 Weeks prior to publication date
½ DPS	Type: 155h x 520w mm Trim: 175h x 550w mm Bleed: 178h x 560w mm	2 Weeks prior to publication date
½ Horizontal	Type 205 mm x 124 mm Trim 232 mm x 149 mm Bleed: 242h x w mm	2 Weeks prior to publication date
½ Vertical	Type 103 mm x 252 mm Trim 116 mm x 297 mm Bleed 121 mm x 302 mm	2 Weeks prior to publication date

ADVERTISING MATERIAL SPECIFICATIONS



Broadsheet: The Edit Magazine

Size	Material	Deadline
Full page	Type: 550h x 210w mm Bleed: no bleed required	2 Weeks prior to publication date
DPS	Type: 550h x 640w mm Bleed: no bleed required	2 Weeks prior to publication date
½ DPS	Type: 155h x 520w mm Bleed: 178h x 560w mm	2 Weeks prior to publication date
½ Horizontal	Type: 273h x 310w mm Bleed: no bleed required	2 Weeks prior to publication date
½ Vertical	Type: 550h x 148w mm Bleed: no bleed required	2 Weeks prior to publication date