



# Sowetan

# 2025

A PROUD BRAND OF ARENA HOLDINGS

**MAIN BODY**

			<b>RATE</b> (pscm)
Full Colour			R 440.00
1 Spot Colour			R 342.00
Black & White			R 266.00
<b>REGIONAL RATES</b>	FC	1 SPOT	B&W
Gauteng, Limpopo, North West, Mpumalanga	R 380.00	R 285.00	R 214.00
Free State	R 185.00	R 164.00	R 139.00
<b>SPECIAL POSITIONS</b>			
Front Page Solus (7x8) / (10x8)			Rate+ 200%
Page 2 & 3 Facing Pages			Rate+ 50%
Page 3 Solus (max 20x8)			Rate+ 50%
Back Page Solus (10x8) - Sport			Rate+ 50%
U-Shape, L-Shape, H-Shape (Sports only), Inverted T-Shape, Island, Checkerboard, Other			Rate+ 30%
Auctions	R 413.00	R 309.00	R 241.00
Tenders	R 357.00	R 279.00	R 225.00
Job Market		R328.00	R263.00
Guaranteed positions			Rate+ 25%
Newsprint wrap			Rate on request
Glossy wrap	R230 000.00 ex Vat. Incl Agency comm and printing costs.		
Bond wrap	R200 000.00 ex Vat. Incl Agency comm		

**DEADLINES**

<b>Booking Deadline</b>	<b>Material Deadline</b>	<b>Cancellation Deadline</b>	<b>Contact</b>
3 working days prior to publication	2 working days prior to publication	50%, 2 working days prior to publication & 100%, 1 working day prior to publication	Marlon Hoff 011 280 3333 hoffm@arena.africa





## SOWETAN MAIN BODY (OUTSIDE PRINTED INSERTS) - PER THOUSAND

Product	Size	Paging				
		4 to 8	8 to 16	16 to 24	24 to 32	32+
	Tabloid	R900.00	R 967.00	R 1 034.00	R 1 097.00	Price on request
<b>Inserts</b>	A4	R 824.00	R 871.00	R 917.00	R 973.00	Price on request
	A5	R 1109.00	R 1127.00	R 1176.00		Price on request

For more information on OPIs, please contact **Jamie Kinnear** on **011 280 3183** or email: **kinnearj@bdfm.co.za**

All wraps to be printed by Arena Holdings.

Inserts Terms & Conditions can be viewed in the Specifications Terms & Conditions document available at **[www.adroom.arena.africa](http://www.adroom.arena.africa)**

Amounts quoted are excluding VAT & including agency settlement discount to qualifying agencies.



**SOWETAN MOTORING MAIN BODY RATES**

	<b>RATE</b> (psccm)
Full Colour	R 296.00
1 Spot Colour	R 236.00
Black & White	R 188.00

**DEADLINES**

<b>Material Deadline</b>	<b>Cancellation Deadline</b>	<b>Cancellation Fee</b>	<b>Contact</b>
Friday prior to publication	Monday prior to publication	100% after 12h00, Monday prior to publication	Collin Khanye 011 280 3118 khanyec@arena.africa

**SOWETAN MOTORING OPI (OUTSIDE PRINTED INSERTS)**

<b>Product</b>	<b>Size</b>	<b>Paging</b>				
		<b>4 to 8</b>	<b>8 to 16</b>	<b>16 to 24</b>	<b>24 to 32</b>	<b>32+</b>
	Tabloid	R 799.00	R 859.00	R 921.00	R 975.00	Price on request
<b>Inserts</b>	A4	R 732.00	R 776.00	R 818.00	R 865.00	
	A5	R 931.00	R 985.00	R 1 045.00		

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**CLASSIFIED****CLASSIFIED LINAGE (5.5 POINT) TRADE & PRIVATE****RATE**

1 - 3 insertions (pccm)	R 220.00
4 or more insertions (pccm)	R 178.00
Sales in Execution (pccm)	R 167.00
Creditors & Debtors (per advertisement)	R 750.00
Liquidation & Distribution (per advertisement)	R 750.00
Insolvencies (per advertisement)	R 750.00
Town Planning (per advertisement)	R 848.00
Liquor Act (per advertisement)	R 691.00
Petroleum Licenses (per advertisement)	R 1 478.00
Funeral Notice (per advertisement)	R 400.00
Lost Deeds (per advertisement)	R 695.00

**All rates exclude VAT and Government Gazette Fee**

	FC	B&W
Legals / Classifieds display	R 375.00	R 236.00

**DEADLINES**

<b>Booking Deadline</b>	<b>Material Deadline</b>	<b>Cancellation Deadline</b>	<b>Contact</b>
12h00, 2 working days prior to publication	12h00, 2 working days prior to publication	50%, 2 working days prior to publication & 100%, 1 working day prior to publication	Sylvia Yedwa (011) 280 3434 yedwas@arena.africa



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**COLUMN CONFIGURATION (8 COLUMN TABLOID)**

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<b>COLUMN</b>	<b>WIDTH</b>
1 Col	30 mm
2 Col	63 mm
3 Col	96 mm
4 Col	129 mm
5 Col	162 mm
6 Col	195 mm
7 Col	228 mm
8 Col	261 mm

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Tabloid DPS is 35x16 (350 mm in height x 540 mm in width) which includes 18 mm gutter

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For all material Specifications, delivery information & all Terms & Conditions, please refer to the Specifications Terms & Conditions document available at [www.adroom.arena.africa](http://www.adroom.arena.africa)





# Sowetan



**DIGITAL**



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<b>DISPLAY RATES</b>	<b>CPM</b>
1. RUN OF NETWORK / All sizes (728x90, 300x250, 300x600)	R 233.00
2. RUN OF NETWORK / High impact (Billboard 1000x250, 300x600)	R 290.00
3. ARENA video display	R 500.00
<b>ADDITIONAL COST FOR LAYERING:</b>	
+ Geotargeting (we target ZA national by default)	R 56.00
+ Section specific	R 56.00
+ Viewability targeting	R 56.00
+ Audience targeting	R 56.00
+ Premium uplift on business sites	R 56.00
<b>IN-IMAGE Ad Unit</b>	R 389.00
The ad unit displays to the user between the page views as they navigate from one page to the next on the same website	
Logo in vector formats (.svg, .ai, .eps or png)	
Desktop sizes: 1200 x 600	
<b>INTERSTITIAL Ad Unit</b>	R 389.00
Appears between content pages. It captures user attention before they continue to their next page or action, providing a high-impact advertising experience	
Desktop sizes: 728x 90 / 970 x 90 / 300x250 / 300x600 / 320x50 / 160x600	
Mobile : 300x250 / 300x 600 / 320x50	
<b>NEWSLETTER In-Article Ad Unit</b>	R 330.00
In-article banner featured on a newsletter to reach targeted, opted - in audience	
Desktop sizes: 300x250	
Mobile : 300x250	

For more information, please contact **Anastacia Martin** at [martina@arena.africa](mailto:martina@arena.africa)  
 Amounts quoted are excluding VAT & including agency settlement discount to qualifying agencies.  
 Terms & Conditions apply.



## 24 HOUR SPONSORSHIP (HTPO) DESKTOP & MOBILE

		RATE
<b>TIMESLIVE</b>	250 000 impressions	R 80 769.00
<b>SUNDAY TIMES</b>	17 000 impressions	R 6 730.00
<b>ST LIFESTYLE</b>	28 000 impressions	R 10 769.00
<b>BUSINESSLIVE</b>	35 000 impressions	R 27 750.00
<b>BUSINESS DAY</b>	44 000 impressions	R 33 650.00
<b>BUSINESS TIMES</b>	5 000 impressions	R 2 775.00
<b>FINANCIAL MAIL</b>	41 000 impressions	R 31 356.00
<b>SOWETANLIVE</b>	250 000 impressions	R 80 769.00
<b>TSHISALIVE</b>	25 000 impressions	R 10 256.00
<b>TIMESLIVE SPORT</b>	13 000 impressions	R 5 769.00
<b>THE HERALD</b>	20 000 impressions	R 7 404.00
<b>DAILY DISPATCH</b>	14 000 impressions	R 4 712.00



## NATIVE PACKAGES

### PREMIUM PACKAGE:

R 67 000.00

1x Article

2x Days Home Page exposure, 6 Days Section Page exposure

2x Sponsored Facebook posts

3x Sponsored tweets

1x Newsletter in-article banner

In-article companion banners (1000x250 or 728x90, 300x600, 300x250 – max file size 60KB)

150 000 ROS /RON impressions

### STANDARD PACKAGE:

R 50 000.00

1x Article

1x Day Home page exposure, 7 Days Section Page exposure

1x Sponsored Facebook post

2x Sponsored tweets

1x Newsletter In-article

In-article companion banners (1000x250 or 728x90, 300x600, 300x250 – max file size 60KB)

Optional social media boosting

### SPONSORED CONTENT:

R 34 000.00

1x Article

2x Sponsored Facebook posts

### LISTICAL PROFILES:

R150 000.00

A specialised page in a list format that highlights a brand's identity including its products, services, and key information, to promote visibility and engagement

6-12 Profiles

HPTO

Display Banners / ROS an RON

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## DIGITAL

### PARTNER HUB:

R 55 000.00 PM

A centralised platform for managing and sharing your content such as articles, podcasts, videos and more. Contact your Account Executive for more information

Hosting fee per month on news and business platforms

### PODCASTS:

Price available  
upon request

CLIENT CURATED - A bespoke podcast created for a client where their business / services are at the core of the podcast. Contact your Account Executive for more information

SPONSORED - An established Arena Holdings podcast is sponsored by a client via a live read by the host and opening / closing billboard. Contact your Account Executive for more information

PROGRAMMATIC - Contact your Account Executive for more information

For more information, please contact **Anastacia Martin** at [martina@arena.africa](mailto:martina@arena.africa)  
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## SEBENZA

Sebenza, in collaboration with Santaco, provides free Wi-Fi to taxi and bus commuters. Since 2019, it has transformed commuting with seamless integration into over 7,500 vehicles across SA. Commuters can earn rewards by engaging with ads and videos, creating a richer content experience, while brands connect with four million users.

FORMAT & SIZE		PRICE	
<b>Video Incentivised*</b>	640 x 360	R 1.20	CPCV
<b>Video Run of Site*</b>	640 x 60	R 0.28c	CPV
<b>Small Banner</b>	300 x 50	R 120.00	CPM
<b>Medium Banner</b>	300 x 600	R 180.00	CPM
<b>Large Banner</b>	300 x 600	R 220.00	CPM
<b>Large Banner Wide</b>	340 x 30 (AE size 690 x 280)	R 220.00	CPM
<b>Interstitial Banner</b>	400 x 600	R 220.00	CPM
<b>Native</b> Header is up to 45 characters	345 x 140	R 200.00	CPM
<b>Location-based pop-up</b>	300x600	R 1.20	CPV
<b>Wi-Fi + Login Page takeover</b>	300x50 / 300 x 600	R 300.00	CPM
<b>Guest Access banner</b>	300 x 50 / 300 x 600	R 300.00	CPM
<b>Surveys</b> 10 - question decision tree with 500 respondents (R 3.00 per complete question)		R 25 000.00	Per Survey Set

\*Ask the team for a package catered to your campaign KPI's and objectives.

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## SALES CONTACTS

Deputy Chief Sales Officer	Pierrette Spadoni	083 297 6501	spadonip@arena.africa
	PA Rotshidzwa Marcia Ntsieni	011 280 3433	ntsienir@arena.africa
Gqeberha Sales: Manager	Shelly Le Roux	071 384 8294	leroux@theherald.co.za
East London Sales: Manager	Suren Packery	083 793 2245	surenp@dispatch.co.za
Agencies Manager	Tinyiko Thobejane	081 441 9072	tinyiko@arena.africa
Retail Manager	Pierrette Spadoni	083 297 6501	spadonip@arena.africa
Strategic Media Sales Manager: Print	Tinyiko Thobejane	081 441 9072	tinyiko@arena.africa
National Sales Manager: Legals, Classifieds	Jyoti Govind	083 641 6010	govindj@arena.africa
Integrated Media Sales Manager: Digital, Direct, Education, Surveys	Anastacia Martin	084 999 1405	martina@arena.africa
KZN	Tinyiko Thobejane	081 441 9072	tinyiko@arena.africa
Product Manager: Special Projects	Kay Naidoo	082 469 3957	naidooka@arena.africa





**CONTACTS****EASTERN CAPE**

The Atrium Centre, 24 Ring Road, Gqeberha

Main Switchboard

**TEL**

041 504 7911

**EMAIL**

Sales

071 384 8294

leroux@theherald.co.za

Corner St Helena Road &amp; Quenera Drive, Beacon Bay, East London

Main Switchboard

043 702 2000

Sales

083 793 2245

surenp@arena.africa

**GAUTENG****TEL****EMAIL**

Hill on Empire, 16 Empire Road, Parktown

Main Switchboard

011 280 3000

Agencies

081 441 9072

tinyiko@arena.africa

Retail

083 297 6501

spadonip@arena.africa

National Direct

084 999 1405

martina@arena.africa

National Online

084 999 1405

martina@arena.africa

National Classified &amp; Legals

083 641 6010

govindj@arena.africa

National Sales Manager: Investor Relations

083 252 5076

tasmani@arena.africa

**WESTERN CAPE****TEL****EMAIL**

Regional Agency

083 297 6501

spadonip@arena.africa

Regional Direct

072 783 6308

ndyokop@arena.africa

**KZN****TEL****EMAIL**Centenary Building, Cnr Equinox and Zenith Drive,  
Umhlanga New Town Centre, Durban

Main Switchboard

031 250 8500

Regional Agency

083 560 0639

sunderb@arena.africa

Regional Direct

084 999 1405

martina@arena.africa



## TERMS & CONDITIONS

1. Advertisements are accepted for publication in publications owned or published by Arena Holdings subject to the following conditions:
  - a. Arena Holdings reserves the right to withhold any advertisement from publication and to cancel any advertisement order that has been accepted.
  - b. Arena Holdings will not be liable to the advertiser or to any other person for any loss or damages of any nature whatsoever, including indirect or consequential damages or any loss of profit or special damages of any nature whatsoever and whether in the contemplation of the parties or not, which the advertiser or any other person may suffer as a result of Arena Holdings failure to publish, or publication on dates other than those specified by the advertiser, or any other error of any kind.
  - c. Telephonic instructions must in all cases be confirmed in writing by the advertiser.
2. Every precaution is taken to ensure the correct printing and insertion of all advertisements, but Arena Holdings will not be held liable for any inaccuracies or omissions or for any consequence arising there from.
3. Arena Holdings reserves the right to edit, revise or to reject - even after acceptance for publication - any advertisement deemed to be untruthful or objectionable in subject matter or wording, or unsuitable for any other reason, whether space for the advertisement has been booked in advance under order or not.
  - a. Arena Holdings reserves the right to resize any advertisements to accommodate press constraints.
  - b. Arena Holdings reserves the right to resize any advertisements that are not supplied according to the booked space.
  - c. Arena Holdings reserves the right to colour correct any advertising material that is not supplied to the Arena colour specifications.
4. Arena Holdings reserves the right to suspend an issue on any day and increase or decrease the usual number of copies without notice.
5. Space is sold to advertisers for the purpose of making announcements concerning their own business and may not be used for attacking or making comparisons with other advertisers, firms, institutions or persons.
6. The advertiser indemnifies Arena Holdings against any claim by any third party arising out of the design, form, content, copyright infringement or other attributions of the advertisement.
7. No advertising order entitles the client to a write up or editorial coverage.
8. All orders are subject to the availability of space. Bookings will lapse if the first insertion under order is not made within three months of the order, or if more than three months elapses between insertions.
9. The full name, street address, telephone and fax number of the advertiser must be included in advertisements asking for money or stamps to be sent to the newspaper or box number.
10. Approved accounts are payable within 30 days from date of statement, otherwise orders must be prepaid. Cash payments are required three working days prior to print date for non-account holders. However, in the case of pre-printed special projects, cash is required 14 days prior to publication.
11. Material deadline is two days prior to print date for all Arena Holdings publications, with the exception of surveys and special reports.
12. Any advertising order is subject to the conditions stated herein unless specifically varied by Arena Holdings in writing with specific reference to the advertiser's contrary documentation.
13. ACCEPTANCE and COPY: If material is received too late for publication, the space reserved will be charged for. Copy must conform to all PRINT MEDIA ASSOCIATION requirements for the acceptance of print advertisements. The general typography of advertisements is subject to the approval of Arena Holdings. Analogue material must be claimed within 30 days, after which no responsibility will be accepted for loss or damage to such material. Digital material can be retrieved up to three months from last date of publication.
14. No changes to advertisements appearing in Arena Holdings publications will be accepted once publication production has commenced.
15. When new advertising rates are announced, clients who have contracts with Arena Holdings will be entitled to continue to advertise at their contract rates for 45 days after the new rate is announced. The balance of their orders will be subject to the new rates. Such contracts may be cancelled on the date the new or higher rate becomes effective.
16. All cancellations must be in writing.
17. Advertisement orders are not accepted for periods longer than 12 months.
18. A 50% cancellation fee will be incurred for all special position bookings cancelled within 30 days of scheduled publication.
19. Any agreement purporting to vary the terms of these conditions or any consensual cancellation shall not be valid unless reduced to writing and signed by both the advertiser and Arena Holdings.
20. If any amount due and payable by the advertiser is not paid within the agreed term, the advertiser will be liable for interest at the maximum rate permitted by law. Such interest will be calculated and paid monthly in advance. If the interest is not paid as aforesaid, the interest will be added to the principal sum, and the whole amount will form the principal debt, which will bear interest as described.
21. In the event of Arena Holdings instructing attorneys to collect from the advertiser an amount owing to Arena Holdings, the advertiser agrees to pay all costs on the scale as between attorney and own client, including collection charges.
22. No relaxation or indulgence granted to the advertiser by Arena Holdings, at any time, will be deemed to be a waiver of any of Arena Holdings rights in terms hereof. Such relaxation or indulgence will not be deemed a novation of any of the terms & conditions.
23. Any insertion that carries "farmed advertising" or representing any form of "sponsorship advertising" or company profile will be subject to approval by Arena Holdings.
24. By placing an advert, you acknowledge that you consent to the publishing of the advert, including any personal information, in a public newspaper, which is available online and in print.