



The Herald

2025

A PROUD BRAND OF ARENA HOLDINGS

MAIN BODY

TRADE (volume discounts available on request)	RATE
Full Colour	R 210.00 (psccm)
1 SpoT Colour	R 140.00
Black & White	R 116.00

SPECIAL POSITIONS

Front Page Positions	Rate+ 100%
Page 2 & 3 facing Pages	Rate on request
Newsprint wrap	Rate on request
Guaranteed positions	Rate+ 30%

COMPANY REPORTS & FINANCIAL NOTICES

Full Colour	R 286.00
1 Spot Colour	R 194.00
Black & White	R 156.00
AUCTIONS DISPLAY (Black & white)	R 114.54
EMPLOYMENT DISPLAY (Black & white)	R 117.96
LEGAL NOTICES & TENDERS (Black & white)	R 146.61

DEADLINES

Booking Deadline	Material Deadline	Contact
10h00, 2 working days prior to publication	12h00, 2 working days prior to publication	Andre Segadavan 041 504 7325 segadavana@theherald.co.za

MONDAY CAREERS

National combo	R 301.00
Regional combo	R 248.00

DEADLINES

Booking Deadline	Material Deadline	Contact
Thursday 12h00, prior to Monday publication	Friday 10h00, prior to Monday publication	Andre Segadavan 041 504 7325 segadavana@theherald.co.za

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



OPI (OUTSIDE PRINTED INSERTS) - PER THOUSAND

		Paging				
Product	Size	4 to 8	8 to 16	16 to 24	24 to 32	32+
	Tabloid	R 896.00	R 943.00	R 1 039.00	R 1 198.00	
Inserts	A4	R 1 055.00	R 1 118.00	R 1 183.00	R 1 599.00	Rate on request
	A5	R 1 267.00	R 1 343.00	R 1 425.00	R 1 510.00	

Inserts Terms & Conditions can be viewed in the Specifications Terms & Conditions document available at www.adroom.arena.africa
Amounts quoted are excluding VAT and including agency settlement discount to qualifying agencies.



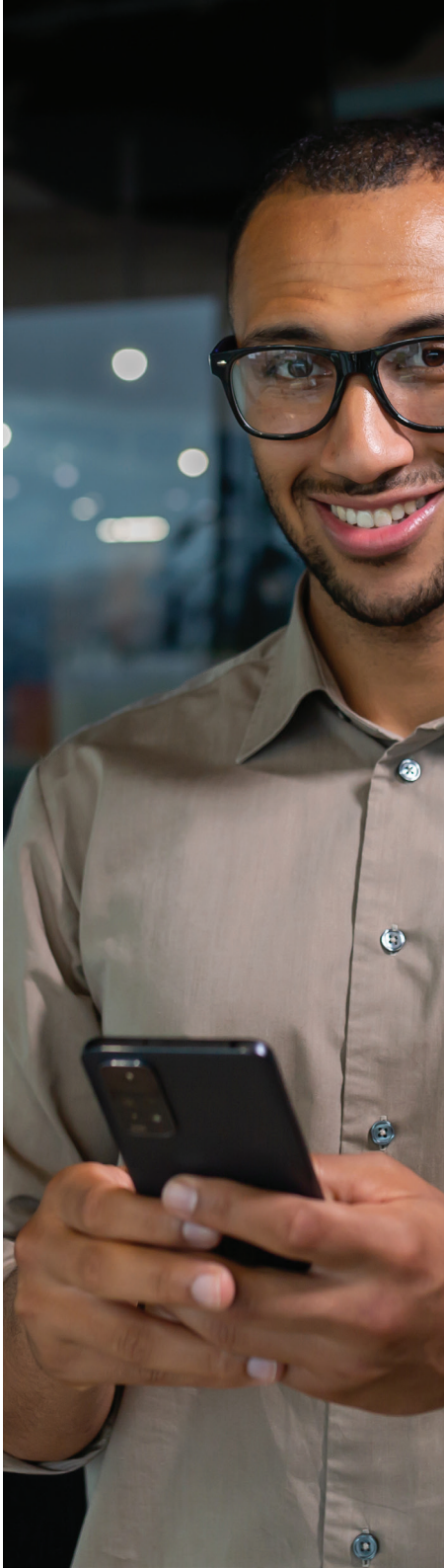
COLUMN CONFIGURATION

COLUMN	BROADSHEET 10 COL (MAIN BODY)	BROADSHEET 12 COL (CLASSIFIEDS)
1 Col	34 mm	28 mm
2 Col	72 mm	60 mm
3 Col	111 mm	92 mm
4 Col	149 mm	124 mm
5 Col	188 mm	156 mm
6 Col	226 mm	188 mm
7 Col	264 mm	220 mm
8 Col	303 mm	252 mm
9 Col	341 mm	284 mm
10 Col	380 mm	316 mm
11 Col		348 mm
12 Col		348 mm

Broadsheet DPS is 54x20 (540 mm in height x 790 mm in width) which includes 30 mm gutter

Tabloid DPS is 39x16 (390 mm in height x 540 mm in width) which includes 18 mm gutter

For all material specifications, delivery information & all terms & conditions, please refer to the Specifications
Terms & Conditions document available at www.adroom.arena.africa



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DIGITAL



DIGITAL

DISPLAY RATES	CPM
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
ADDITIONAL COST FOR LAYERING:	
+ 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
IN-IMAGE Ad Unit	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	
INTERSTITIAL Ad Unit	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	
NEWSLETTER In-Article Ad Unit	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
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24 HOUR SPONSORSHIP (HPTO) DESKTOP & MOBILE

		RATE
TIMESLIVE	250 000 impressions	R 80 769.00
SUNDAY TIMES	17 000 impressions	R 6 730.00
ST LIFESTYLE	28 000 impressions	R 10 769.00
BUSINESSLIVE	35 000 impressions	R 27 750.00
BUSINESS DAY	44 000 impressions	R 33 650.00
BUSINESS TIMES	5 000 impressions	R 2 775.00
FINANCIAL MAIL	41 000 impressions	R 31 356.00
SOWETANLIVE	250 000 impressions	R 80 769.00
TSHISALIVE	25 000 impressions	R 10 256.00
TIMESLIVE SPORT	13 000 impressions	R 5 769.00
THE HERALD	20 000 impressions	R 7 404.00
DAILY DISPATCH	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**
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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	
Video incentivised*	640 x 360	R 1.20	CPCV
Video Run of Site*	640 x 60	R 0.28c	CPV
Small banner	300 x 50	R 120.00	CPM
Medium banner	300 x 600	R 180.00	CPM
Large banner	300 x 600	R 220.00	CPM
Large banner wide	340 x 30 (AE size 690 x 280)	R 220.00	CPM
Interstitial banner	400 x 600	R 220.00	CPM
Native Header is up to 45 characters	345 x 140	R 200.00	CPM
Location-based pop-up	300x600	R 1.20	CPV
Wi-Fi + Login Page takeover	300x50 / 300 x 600	R 300.00	CPM
Guest Access banner	300 x 50 / 300 x 600	R 300.00	CPM
Surveys 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 KPIs, and objectives.

For more information, please contact **Anastacia Martin** at martina@arena.africa
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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	lerouxs@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	041 504 7911	
Sales	071 384 8294	lerouxs@theherald.co.za

Corner St Helena Road & 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 & 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
National Classified & Legals	083 641 6010	govindj@arena.africa
National Sales Manager: Investor Relations	083 252 5076	tasmani@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.