

Sowetan

2026

A PROUD BRAND OF ARENA HOLDINGS

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MAIN BODY

			RATE (psccm)
Full Colour			R 440.00
1 Spot Colour			R 342.00
Black & White			R 266.00
REGIONAL RATES	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
SPECIAL POSITIONS			
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		R 328.00	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

Booking Deadline	**Material Deadline**	**Cancellation Deadline**	**Contact**
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

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SOWETAN MAIN BODY (OUTSIDE PRINTED INSERTS) - PER THOUSAND

		Paging				
Product	**Size**	**4 to 8**	**8 to 16**	**16 to 24**	**24 to 32**	**32+**
	Tabloid	R 900.00	R 967.00	R 1 034.00	R 1 097.00	Price on request
Inserts	A4	R 824.00	R 871.00	R 917.00	R 973.00	Price on request
	A5	R 1 109.00	R 1 127.00	R 1 176.00		Price on request

For more information on OPIs, please contact **Jamie Kinnear** on **011 280 3183 kinnearj@arena.africa**
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.afric

Amounts quoted are excluding VAT (not added) & including agency settlement discount (not deducted) to qualifying agencies.

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SOWETAN MOTORING MAIN BODY RATES

	RATE (psccm)
Full colour	R 296.00
1 Spot colour	R 236.00
Black & White	R 188.00

DEADLINES

Material Deadline	**Cancellation Deadline**	**Cancellation Fee**	**Contact**
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)

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

For more information on OPIs, please contact **Jamie Kinnear** on **011 280 3183 or kinnearj@arena.africa**
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CLASSIFIED

CLASSIFIED LINAGE (5.5 POINT) TRADE & PRIVATE	RATE
1 - 3 insertions (psccm)	R 220.00
4 or more insertions (psccm)	R 178.00
Sales in Execution (psccm)	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 730.50

All rates exclude VAT and Government Gazette Fee

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

DEADLINES

Booking Deadline	Material Deadline	Cancellation Deadline	Contact
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 sowetanlegals@arena.africa

COLUMN CONFIGURATION (8 COLUMN TABLOID)

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


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DIGITAL

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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
+ Audience targeting	R 56.00

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: 728x90 / 970x90 / 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	

IN-BANNER VIDEO	R 400.00
Nonintrusive and sits naturally within news or article environments. It can autoplay on mute as the banner loads or remain static until the user chooses to click and play	
Desktop and mobile: 728 x90/ 300x250 / 300x600	

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HOME-PAGE TAKEOVER (HPTO) DESKTOP & MOBILE

	RATE
TIMESLIVE	R 80 769.00
SOWETAN	R 80 769.00
BUSINESS DAY	R 33 650.00
SUNDAY TIMES	R 6 730.00

SECTION TAKEOVER (STO) DESKTOP & MOBILE

	RATE
TIMESLIVE – TSHISALIVE	R 10 256.00
TIMESLIVE – LIFESTYLE	R 10 769.00
TIMESLIVE – SPORT	R 5 769.00
TIMESLIVE – MOTORING	R 5 769.00
TIMESLIVE – NEWS	R 40 385.00
SOWETAN – SPORT	R 5 769.00
SOWETAN – MOTORING	R 5 769.00
SOWETAN – NEWS	R 40 385.00
BUSINESS DAY – NEWS	R 21 032.00
BUSINESS DAY – BUSINESS TIMES	R 3 000.00
BUSINESS DAY – SPORT	R 3 000.00
BUSINESS DAY – MOTORING	R 2 775.00
BUSINESS DAY – LIFESTYLE	R 2 775.00

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NATIVE PACKAGES

PRIME PACKAGE	R 67 000.00
1 x article	
2 x days home-page exposure in a prime position, 7 x days section page exposure (simultaneously)	
2 x sponsored Facebook posts (guaranteed boosting)	
3 x sponsored X posts	
1 x e-mail newsletter insertion	
In-article companion banners (1000x250 or 728x90, 300x600, 300x250 – max file size 60KB)	
Guaranteed 150 000 ROS/RON impressions	

STANDARD PACKAGE	R 50 000.00
1 x article	
1 x day home-page exposure in a standard position, 7 x days section page exposure (simultaneously)	
1 x sponsored Facebook post	
2 x sponsored X posts	
1 x newsletter insertion	
Optional In-article companion banners (1000x250 or 728x90, 300x600, 300x250 – max file size 60KB)	

SPONSORED CONTENT PACKAGE	R 34 000.00
1 x article	
7 x days section page exposure	
1 x sponsored Facebook post	
1 x sponsored X post	

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CONTENT SOLUTIONS

VODCAST	POA
By filming the podcast session, the vodcast format enhances distribution opportunities across video-first platforms while maintaining the depth of long-form audio content	
Vodcasts are hosted on an Arena brands' YouTube channel and ampified with a sponsored article as part of a Standard or Prime Native Content Package	
PARTNER HUB	POA
A dedicated grouping page designed to showcase a variety of native content including articles, infographics, videos and/or podcasts. Ideal for long-term campaigns of three months or more, focused on a specific theme or event	
PODCASTS	POA
CLIENT CURATED — Showcase your expertise, business or services in a custom podcast episode, amplified with a sponsored article as part of our Standard or Prime Native Content Package	
SPONSORED — Sponsor an established Arena Holdings podcast and have your brand featured in a live read by a host plus opening and closing billboards	

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SALES CONTACTS

Head of Sales	Tinyiko Thobejane	081 441 9072	tinyiko@arena.africa
Investor Relations Sales Manager	Belinda Navias	064 823 1994	naviasb@arena.africa
Surveys & Special Projects Manager	Kay Naidoo	082 469 3957	naidooka@arena.africa

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CONTACTS

GAUTENG	TEL	EMAIL
Hill on Empire, 16 Empire Road, Parktown		
Main Switchboard	011 280 3000	
Head of Sales	081 441 9072	tinyiko@arena.africa
Investor Relations Manager	064 823 1994	naviasb@arena.africa
Classified & Legals Manager		
Surveys & Special Projects Manager	082 469 3957	naidooka@arena.africa

WESTERN CAPE	TEL	EMAIL
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	082 452 6277	pillayv@arena.africa

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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.

For comprehensive details & guidelines, please refer to the specifications, terms & conditions document on **adroom.arena.africa**