



Mail & Guardian

RATE CARD 2022



@mailandguardianw



www.mg.co.za

THERE ARE 2 SIDES TO EVERY STORY



FACT

OPINION

We tell the stories that mainstream media often skirt. Our publication attracts an educated, affluent & refined national audience who expect fact over opinion.

OVERVIEW

MAINBODY:

Definitive source of news & investigative news.

EDUCATION:

Informs educators & government on the sector.

FRIDAY:

The go-to for lifestyle, travel, arts & culture.

READERSHIP:

Our print readership of 320 000/week and 1.2 million unique browsers/month drive the economy, actively transform society and always influence debate. They are high income earning, upper LSM/SEM individuals who work full time, or are self-employed. They enjoy new technologies, such as online and social media.

Mail & Guardian

MAIN BODY (7 COLUMNS)	NETT DIRECT RATE
FULL COLOUR	R352
BLACK & WHITE	R340
BUSINESS	R352
FRIDAY (7 COLUMNS)	R232
COURSES	R352

M&G JOBS AND NOTICES (8 COLUMNS)	
JOBS (8 COLUMNS) & JOBS.CO.ZA (ONLINE)	R380
BUSINESS	R286
BUSINESS	R276

SPECIAL POSITION FRONT (7 COLUMNS)	
PAGE 1 PUFF	(5X2) R16 480
PAGE 1 STRIP UNDER MASTHEAD	(3X7) R32 960
PAGE 1	(10X7) 150 % loading
PAGE 3	(20X7) 50% loading
PAGE 5	(20X7 25% loading)
PAGE 7	(39X7;20X7) 25% loading
GUARANTEED POSITION	25% loading
BACK PAGE	(10X7) 50% loading

7 COLUMNS/MAIN BODY/BUSINESS/FRIDAY/TRAVEL	
1 COLUMN	34mm
2 COLUMN	71mm
3 COLUMN	108mm
4 COLUMN	145mm
5 COLUMN	184mm
6 COLUMN	220mm
7 COLUMN	260mm

8 COLUMNS/RECRUITMENT/GOVERNMENT/TENDERS/COURSES	
1 COLUMN	31mm
2 COLUMN	63mm
3 COLUMN	95mm
4 COLUMN	128mm
5 COLUMN	160mm
6 COLUMN	193mm
7 COLUMN	225mm
8 COLUMN	258mm

LOOSE INSERTS	NETT DIRECT RATE	AGENCY
PAGES		
4-6 PAGES	R 1 054	R 1 263
16-32 PAGES	R 1 323	R 1 584
32+	R 1 653	R 1 980

M&G PLUS (PRINT + DIGITAL)		
M&G PLUS SURVEYS, SPECIAL PROJECTS AND CUSTOM PUBLISHING		
FULL COLOUR PRINT & ONLINE	R 430	R 515
CUSTOM PRINTING	POR	

SPECIAL REPORTS/SUPPLEMENTS				AGENCY
SIZES	NEWSPAPER	ENVA	GLOSS	
4 PAGES	R 282 980	POR	POR	R 338 898
8 PAGES	R 475 950	POR	POR	R 570 000

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