

 Mail & Guardian
200 YOUNG
SOUTH AFRICANS

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RATE CARD 2023

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WOMEN

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16 DAYS OF
ACTIVISM

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GREENING
THE FUTURE

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MAGAZINE

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TOP ACHIEVERS

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EDUCATION

 Mail & Guardian
SCIENCE



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:

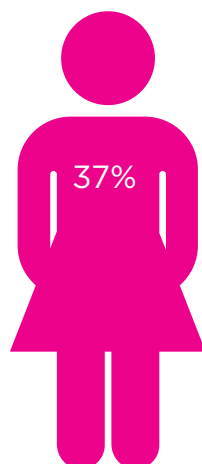
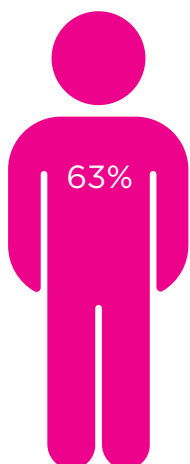
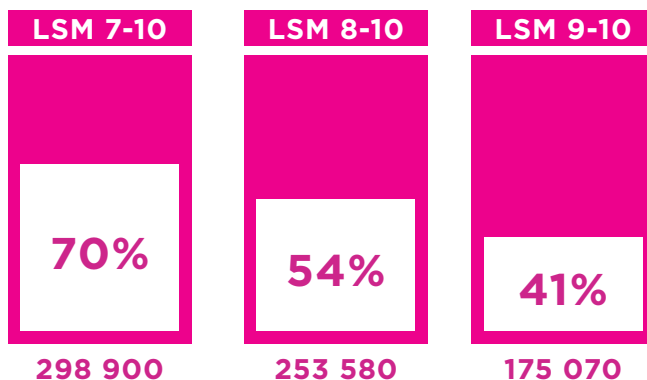
Our print readership of 320 000/week and 1.2 million unique browsers/month drive the economy, actively transform society and always influence debate. They are high

income earning, upper LSM/SEM individuals who work full time, or are self-employed. They enjoy new technologies, such as online and social media.

The M&G:

- Frequency - Weekly (51 issues per year)
- Circulation - ABC audited for Q2 - 8610
- Format - Tabloid (Print), High resolution PDF (online)
- Print order current - 13500
- Door to door delivery - In all major metros including Johannesburg, Durban, Capetown, Port Elizabeth, East London, Witbank as well as selected suburban and rural areas

MAIL & GUARDIAN READERSHIP: 320 000



15 - 24

25 - 34

11.7%

30%

35 - 49

50+

29%

28%

ABC:23 052

(ABC Q4 2019)

SOURCE : PAMS 2018 A

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	
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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
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