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**200 YOUNG  
SOUTH AFRICANS**



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**POWER OF  
WOMEN**



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**16 DAYS OF  
ACTIVISM**



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**GREENING  
THE FUTURE**



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**MOTORING**



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**TOP ACHIEVERS**



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**EDUCATION**





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**SCIENCE**

Mail & Guardian AMERICA'S BETTER FUTURE

**RATE CARD 2025**

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# OVERVIEW

**MAINBODY:**  
Definitive source of news & investigative news.

**EDUCATION:**  
Informs educators & government on the sector.

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

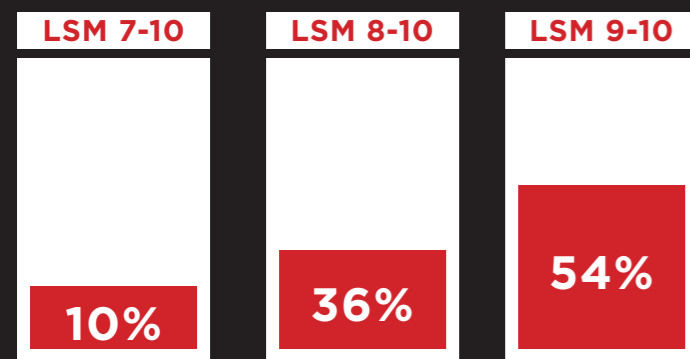
**READERSHIP:**  
Our print readership of 150 000/week and 1.2 million unique browsers/month drive the economy, actively transform society and always influence debate. They are high income earning,

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: 150 000**



**15 - 24**      **25 - 34**

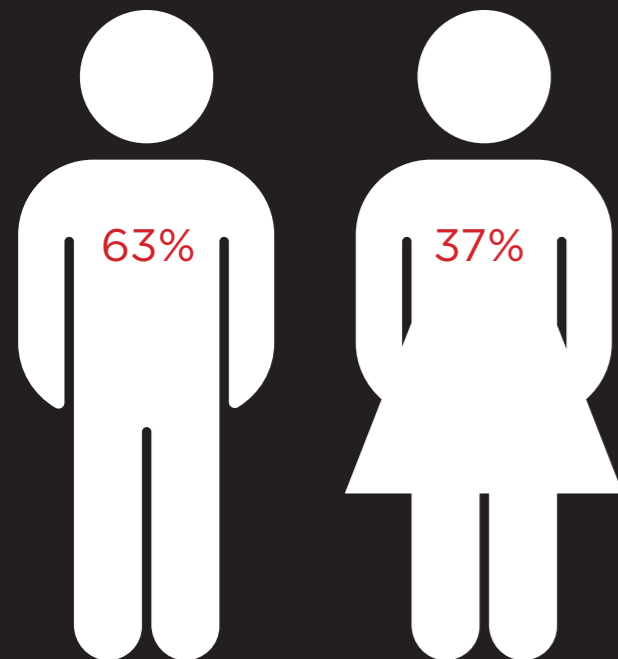
**13%**      **30%**

**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
<b>M&amp;G JOBS AND NOTICES (8 COLUMNS)</b>	
JOBS (8 COLUMNS) & JOBS.CO.ZA	R380
TENDERS/NOTICES	R342
CAREERS & TENDER SITE	R10 000 PER ADVERT ( COMBINATION RATE AVAILABLE )
<b>SPECIAL POSITION FRONT (7 COLUMNS)</b>	
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
<b>7 COLUMNS/MAIN BODY/BUSINESS/FRIDAY/TRAVEL</b>	
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			
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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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32+	R 1 653	R 1 980		
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SIZES	NEWSPAPER	ENVA	GLOSS	
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