

Son	
Free/Sold	Sold
Frequency	Weekly
Publication Day	Thursday
Language	Afrikaans
Format	39 x 8
Regions	Western Cape

Mainbody Rates			
Thursday			
Section	Publication day	Format	FC
Son Main Body	Thursday	Tabloid	R 296.00

INSERT RATES		
* Rates exclude VAT		
* Rates are negotiable based on size, frequency and contractual commitment.		
Size	Insert Rate	Rate/1000
Tabloid	1 – 16 Pg	R 652.00
Tabloid	18 – 32 Pg	R 717.00
Tabloid	34 – 48 Pg	R 788.00
Tabloid	50 – 64 Pg	R 867.00



Readership: 149 880

Circulation: 14 988

REGIONS Western Cape Distribution Areas	
Insert Split	Exact Areas
Platteland/ Boland/	PLATTELAND Malmesbury to Springbok, Upington, Grabouw, Botrivier, Caledon, Bredasdorp, Stuisbaai, Villierdorp. BOLAND Wellington, Paarl, Franschoek, Stellenbosch, Strand, Gordons Bay, Somerset-Wes, Hermanus to Pearly Beach, Kleinmond, Pringle Bay, Rooi Els, Atlantis, Mamre, Worcester, Robertson, Ashton.
Cape Town	Cape Flats, Northern Suburbs, Southern Suburbs and Cape Metropole
Southern Cape	Riversonderend to Knysna Oudtshoorn to Prins Albert Beaufort-Wes
West Coast	Atlantis Saldanha, Vredenburg, Langebaan, Darling, Veldrift, Lamberts Bay, Clanwilliam, Vredendal.

Creative Element	Pixels	CPM Rate
Desktop Leaderboard	728 x 90	R 290.00
Desktop Half Page	300 x 600	R 375.00
Desktop Medium Rectangle	300 x 250	R 320.00
Mobile Top Banner	250 320 x 50	R 100.00
Social Media Display Banner	Social Display	R 200.00
Takeovers	All banners + background skin (728x90; 300x600; 300x250; 320x50 +	Price on request
PROGRAMMATIC	Leaderboard, Medium Rectangle, Half Page	Price on Request
Rich Media Options	Available on request.	Price on Request
Custom Solutions	Available on request.	Price on Request
Social Media	Available on request.	Price on Request
Content Opportunities	Available on request.	Price on Request
Email Promo Mailers	Available on request.	Price on Request