

READERSHIP: 50 000 (ABC 2010) National Weekly Readers
CIRCULATION: 11 500
ADVERTISING RATES: R17 316 (39 x 8 FULL PAGE, FULL COLOUR)

Smaller Rates 2012

Advertising Sizes	Dimensions	Black & White	Spot Colour	Full Colour
10cm X 2 columns	100mm X 64mm	R740	R925	R1 110
10cm X 3 columns	100mm X 98mm	R1 110	R1 387.50	R1 665
10cm X 4 columns	100mm X 131mm	R1 480	R1 850	R2 220
15cm X 3 columns	150mm X 98mm	R1 665	R2 081.25	R2 497.50
20cm X 3 columns	200mm X 98mm	R2 220	R2 775	R3 330
15cm X 4 columns	150mm X 131mm	R2 220	R2 775	R3 330
10cm X 8 columns	100mm X 265mm	R2 960	R3 700	R4 440
5cm X 8 columns	50mm X 265mm	R1 480	R1 850	R2 220



SPECIAL POSITIONS

- Front Page – 100% loading
- Page 3 – 50 % loading
- Page 5 – 25 % loading
- Solus Position – (only ad on page – minimum of quarter page) – 50% loading

SPECIAL SHAPES AND CREATIVE EXECUTIONS

- Special Shapes – L shapes in different sizes – 30% loading
- H shape – 30% loading
- U shape for DPS – 30% loading

Creative executions – subject to approval by the editor – 30% loading

INSERTS AND OUTSIDE PRINTED WRAPS

Rate per 1 000 is available on request
 Opportunities for full paper wraps are available

FEATURES

A variety of supplements and features on selected topics, which serve as a guide to our readers, give advertisers the opportunity to create an awareness of their products and services. Adverts of 1/4 page or more qualify for free editorial coverage.

SA Jewish Report
(011) 023-8160
www.sajewishreport.co.za