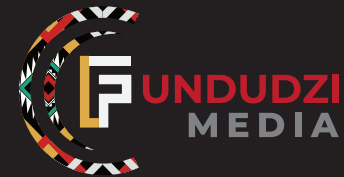


Print

# Sunday World

Much more than a tabloid

# 2020 RATE Card



011 268 6300

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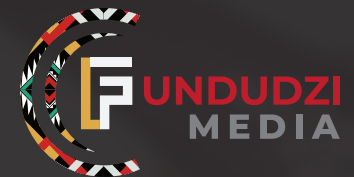
18 Hume Road  
Dunkeld West  
Johannesburg  
2196

# ABOUT US

## Sunday World - Much More Than A Tabloid

The Sunday World, published by Fundudzi Media, is South Africa's premier provider of exclusive, reliable but hipper celebrity news. Considered the original South African tabloid newspaper for its juicy, playful and irreverent news coverage, the Sunday World is evolving into a wholesome family read that covers quality political, business and in-depth sport content. While tabloid news remains the mainstay of our content mix, readers and advertisers will increasingly find there is a tapestry of choices in their favourite paper than was the case previously. As the paper evolves, its approach to major issues facing the country allows both advertisers and our news team to package themed content that readers can sink their teeth into on any given Sunday. These include special features on education; health and lifestyle; travel; science and technology; housing and infrastructure development; mobility; entrepreneurship and the impact of the economy.

Our website and social media platforms provide readers and advertisers with a unique and enriching experience. As we weave changes into the brand, we ensure that the Sunday World's seal of quality permeates every platform we use to connect with our audiences. This has become key in this age of web-based hoaxes, fake news and "alternative facts" where ubiquitous information on the net generates confusion whose tonic is our reliable Sunday World - in print or on digital platforms. There are many things that worry many people on a daily basis. Choosing how to extend the reach of your brand or services shouldn't be one of them!



# Sunday World

## Column Configuration

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# Column Configuration

Column	Width
1 Col	30mm
2 Col	63mm
3 Col	96mm
4 Col	129mm
5 Col	162mm
6 Col	195mm
7 Col	228mm
8 Col	261mm



# Sunday World

Main Body



# Main Body

	RATE(pscm)		
Full colour	R263,00		
1 spot colour	R226,00		
Black & white	R193,00		
<b>SPECIAL POSITIONS</b>			
Front page solus 10 x 8	Rate + 100%		
Page 2 & 3 facing pages	Rate + 50%		
Page 3 solus 20 x 8	Rate + 50%		
<b>SPORT</b>			
Back page solus 10 x 8	Rate + 50%		
Newsprint wrap	Rate on Request		
<b>WORLD OF JOBS</b>	<b>B/W</b>	<b>Spot</b>	<b>FC</b>
Sunday World	R182,00	R208,00	R251,00
<b>Special Positions:</b> Island, Checkerboard, Earspace	Rate + 50%		
<b>Booking Deadline:</b> Wednesday 16h00 prior to publication			
<b>Material Deadline:</b> Thursday 16h00 prior to publication			
<b>Cancellation Deadline:</b> Any cancellations after Wednesday prior to publication will be charged 100% cancellation fee			

# Sunday World

**Classified  
Rates**

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# Classified Rates

	B/W	Spot	FC
<b>TENDERS</b>	<b>R182,00</b>	<b>R208,00</b>	<b>R251,00</b>
			<b>RATE(pscm)</b>
CLASSIFIED LINAGE TRADE & PRIVATE B/W			<b>R144,00</b>
1 - 3 insertions			<b>R132,00</b>
4 or more insertions			<b>R177,00</b>
Sales in execution			Rate + 100%
Creditors & debtors			Rate + 50%
Liquidation & distribution			Rate + 50%
Insolvencies			
Town planning			Rate + 50%
<b>Booking Deadline:</b> 12h00, Thursday prior to publication			
<b>Material Deadline:</b> 12h00, Wednesday prior to publication			
<b>Payment Deadline:</b> 12h00, Thursday prior to publication			



A young boy with dark skin and short hair is looking out of a window. He is wearing a blue shirt. The window has white curtains. The background outside the window is slightly blurred, showing what appears to be a balcony or outdoor area. A large red diagonal shape covers the top right portion of the image, containing white text.

# Sunday World

**Outside  
Print Inserts**

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# Outside Print Inserts

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PRODUCT	SIZE	PAGING			
		4 to 8	12 to 16	20 to 24	28 to 32
INSERTS	TABLOID	R566,00	R622,00	R678,00	R739,00
	A4	R573,00	R607,00	R655,00	R714,00

# Sunday World

**Terms &  
Conditions**

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# Terms & Conditions

Sunday  
World

RATECARD

1. Advertisements are accepted for publication in publications owned or published by Fundudzi Media (Pty) Ltd subject to the following conditions:

a. Fundudzi Media (Pty) Ltd reserves the right to withhold any advertisement from publication and to cancel any advertisement order that has been accepted.

b. Fundudzi Media (Pty) Ltd will not be liable to the advertiser or to any other person for any loss or damages of any nature whatsoever, including indirect or consequential damages or any loss of profit or special damages of any nature whatsoever and whether in the contemplation of the parties or not, which the advertiser or any other person may suffer as a result of Fundudzi Media (Pty) Ltd failure to publish, or publication on dates other than those specified by the advertiser, or any other error of any kind.

c. Telephonic instructions must in all cases be confirmed in writing by the advertiser.

2. Every precaution is taken to ensure the correct printing and insertion of all advertisements, but Fundudzi Media (Pty) Ltd will not be held liable for any inaccuracies or omissions or for any consequence arising there from.

3. Fundudzi Media (Pty) Ltd reserves the right to edit, revise or to reject — even after acceptance for publication — any advertisement deemed to be untruthful or objectionable in subject matter or wording, or unsuitable for any other reason, whether space for the advertisement has been booked in advance under order or not.

a. Fundudzi Media (Pty) Ltd reserves the right to resize any advertisements to accommodate press constraints.

b. Fundudzi Media (Pty) Ltd reserves the right to resize any advertisements that are not supplied according to the the booked space.

4. Fundudzi Media (Pty) Ltd reserves the right to suspend an issue on any day and increase or decrease the usual number of copies without notice.

5. Space is sold to advertisers for the purpose of making announcements concerning their own business and may not be used for attacking or making comparisons with other advertisers, firms, institutions or persons.

6. The advertiser indemnifies Fundudzi Media (Pty) Ltd against any claim by any third party arising out of the design, form, content, copyright infringement or other attributions of the advertisement.

7. No advertising order entitles the client to a write-up or editorial coverage.

8. All orders are subject to the availability of space.

Bookings will lapse if the first insertion under order is not made within three months of the order, or if more than three months elapses between insertions.

9. The full name, street address, telephone and fax number of the advertiser must be included in advertisements asking for money or stamps to be sent to the newspaper or box number.

10. Approved accounts are payable within 30 days from date of statement, otherwise orders must be prepaid. Cash payments are required three working days prior to print date for non-account holders. However, in the case of pre-printed special projects, cash is required 14 days prior to publication.

11. Material deadline is two days prior to print date for all Fundudzi Media (Pty) Ltd publications, with the exception of surveys and special reports.

12. Any advertising order is subject to the conditions stated herein unless specifically varied by Fundudzi Media (Pty) Ltd in writing with specific reference to the advertiser's contrary documentation.

13. ACCEPTANCE AND COPY: If material is received too late for publication, the space reserved will be charged for. Copy must conform to all PRINT MEDIA ASSOCIATION requirements for the acceptance of print advertisements. The general typography of advertisements is subject to the approval of Fundudzi Media (Pty) Ltd. Analogue material must be claimed within 30 days, after which no responsibility will be accepted for loss or damage to such material. Digital material can be retrieved up to three months from last date of publication.

14. No changes to advertisements appearing in Fundudzi Media (Pty) Ltd publications will be accepted once publication production has commenced.

15. When new advertising rates are announced, clients who have contracts with Fundudzi Media (Pty) Ltd will be entitled to continue to advertise at their contract rates for 45 days after new rate is announced. The balance of their orders will be subject to the new rates. Such contracts may be cancelled on the date the new or higher rate becomes effective.

16. All cancellations must be in writing.

17. Advertisement orders are not accepted for periods longer than 12 months.

18. A 50% cancellation fee will be incurred for all special position bookings cancelled within 30 days of scheduled publication.

19. Any agreement purporting to vary the terms of these conditions or any consensual cancellation shall not be valid unless reduced to writing and signed by both the advertiser and Fundudzi Media (Pty) Ltd.

20. If any amount due and payable by the advertiser is not paid within the agreed term, the advertiser will be liable for interest at the maximum rate permitted by law. Such interest will be calculated and paid monthly in advance. If the interest is not paid as aforesaid, the interest will be added to the principal sum, and the whole amount will form the principal debt, which will bear interest as described.

21. In the event of Fundudzi Media (Pty) Ltd instructing attorneys to collect from the advertiser an amount owing to Fundudzi Media (Pty) Ltd the advertiser agrees to pay all costs on the scale as between attorney and own client, including collection charges.

21. No relaxation or indulgence granted to the advertiser by Fundudzi Media (Pty) Ltd, at any time, will be deemed to be a waiver of any of Fundudzi Media (Pty) Ltd rights in terms hereof.

Such relaxation or indulgence will not be deemed a novation of any of the terms and conditions.

22. Any insertion that carries "formed advertising" or representing any form of "sponsorship advertising" or company profile will be subject to approval by Fundudzi Media (Pty) Ltd.



A man with glasses and a beard is looking out from a train window at night. The scene is dimly lit with warm, yellowish lights from the window and blurred lights in the background. A large red triangle is overlaid on the right side of the image, containing the text.

# Sunday World

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## Thank You