

SME PRINT ADVERTISING RATES

EFFECTIVE 1 AUGUST 2026



PRINT MEDIA HOUSE
OF THE YEAR 2026

THE NATION

BLACK AND WHITE	RATE
Quarter Page	344,000.00
Half Page	679,000.00
27x4 page	916,000.00
Full Page	1,140,000.00
Centre Spread	2,200,000.00

FULL COLOUR	RATE
Quarter Page	515,000.00
Half Page	824,000.00
27x4 page	1,145,000.00
Full Page	1,495,000.00
Centre Spread	2,900,000.00
5x1 front	71,000.00
2x6 Front Strip	175,000.00
5X6 front page strip	583,000.00
5X6 back page strip	498,000.00
5x6 inside strip	370,000.00
5x2 inside	79,000.00
5x2 Back	106,000.00

ACTION ADVERTS - BLACK AND WHITE	RATE
Rate per word	220.00
Minimum of 10 words	2,200.00
3cm x1 picture	6,500.00
3cm x 2 picture	7,500.00

ACTION ADVERT- FULL COLOUR	RATE
Rate per word	240.00
Minimum of 10 words	2,400.00
3cm x1 picture	7,000.00
3cm x 2 picture	9,300.00

INSERTS	RATE
A4 sheets	75.00
A3 sheets	96.00
A2 sheets	137.00
A1 Sheets	166.00

VOUCHERS	RATE
Collected	158,000.00
Delivered	235,400.00

BLOCK ADS ON ACTION AD PAGES - BLACK AND WHITE

6x2	28,000.00
9x2	39,000.00
10x3	62,000.00
12x3	77,000.00
15x3	98,000.00
10x8	160,000.00

BLOCK ADS ON ACTION AD PAGES - FULL COLOUR

6x2	32,000.00
9x2	45,000.00
10x3	70,000.00
12x3	86,000.00
15x3	104,000.00
10x8	194,000.00

OTHER CHARGES

Page Sponsorship	70% of the page value
Column Sponsorship	70% of the column value
Special page request	15% of the advertising cost
Advert design	15% of the advertising cost
Innovative adverts	Quotation on request

WEEKEND NATION

BLACK AND WHITE	RATE
Quarter Page	387,000.00
Half Page	757,000.00
27x4 page	1,035,000.00
Full Page	1,280,000.00
Centre Spread	2,400,000.00

FULL COLOUR	RATE
Quarter Page	613,000.00
Half Page	920,000.00
27x4 page	1,347,000.00
Full Page	1,647,000.00
Centre Spread	3,100,000.00
5x1 front	95,000.00
5X6 front page strip	678,000.00
5X6 back page strip	598,000.00
5x6 inside strip	399,000.00
5x2 Earpiece front	148,000.00
5x2 Earpiece Back	133,000.00
5x2 Earpiece Inside	101,000.00

ACTION ADVERTS - BLACK AND WHITE	RATE
Rate per word	250.00
Minimum of 10 words	2,500.00
3cm x1 picture	7,000.00
3cm x2 picture	8,300.00

ACTION ADVERT- FULL COLOUR	RATE
Rate per word	270.00
Minimum of 10 words	2,700.00
3cm x1 picture	8,000.00
3cm x2 picture	10,000.00

INSERTS	RATE
A4 sheets	75.00
A3 sheets	108.00
A2 sheets	146.00
A1 Sheets	173.00

VOUCHERS	RATE
Collected	175,000.00
Delivered	260,000.00

BLOCK ADS ON ACTION AD PAGES - BLACK AND WHITE

6x2	31,000.00
9x2	41,500.00
10x3	65,000.00
12x3	81,500.00
15x3	105,500.00
10x8	173,000.00

BLOCK ADS ON ACTION AD PAGES - FULL COLOUR

6x2	36,000.00
9x2	51,000.00
10x3	73,000.00
12x3	97,000.00
15x3	124,000.00
10x8	201,000.00

OTHER CHARGES

Page Sponsorship	70% of the page value
Column Sponsorship	70% of the column value
Special page request	15% of the advertising cost
Advert design	15% of the advertising cost
Innovative adverts	Quotation on request

NATION ON SUNDAY

BLACK AND WHITE	RATE
Quarter Page	297,000.00
Half Page	566,000.00
27x4 page	828,000.00
Full Page	974,000.00
Centre Spread	1,900,000.00

FULL COLOUR	RATE
Quarter Page	462,000.00
Half Page	645,000.00
27x4 page	776,000.00
Full Page	1,253,000.00
Centre Spread	2,400,000.00
5x1 front	59,000.00
5X6 front page strip	498,000.00
5X6 back page strip	416,000.00
5x6 inside strip	278,000.00
5x2)front	92,000.00
Earpiece (5x2) back	71,000.00
Earpiece (5x2) inside	57,000.00

ACTION ADVERTS - BLACK AND WHITE	RATE
Rate per word	215.00
Minimum of 10 words	2,150.00
3cm x1 picture	6,000.00
3cm x 2 picture	7,000.00

ACTION ADVERT- FULL COLOUR	RATE
Rate per word	250.00
Minimum of 10 words	2,500.00
3cm x1 picture	7,000.00
3cm x 2 picture	9,300.00

INSERTS	RATE
A4 sheets	65.00
A3 sheets	90.00
A2 sheets	120.00
A1 sheets	140.00

VOUCHERS	RATE
Collected	143,000.00
Delivered	213,000.00

BLOCK ADS ON ACTION AD PAGES - BLACK AND WHITE

6x2	23,000.00
9x2	35,000.00
10x3	57,000.00
12x3	74,000.00
15x3	94,000.00
10x8	142,000.00

BLOCK ADS ON ACTION AD PAGES - FULL COLOUR

6x2	29,000.00
9x2	40,000.00
10x3	64,000.00
12x3	81,000.00
15x3	100,000.00
10x8	189,000.00

OTHER CHARGES

Page Sponsorship	70% of the page value
Column Sponsorship	70% of the column value
Special page request	15% of the advertising cost
Advert design	15% of the advertising cost
Innovative adverts	Quotation on request

Contacts

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