

20
26



ADVERTISING **RATES**

MOBILE • DESKTOP • PRINT



The**itizen**



PRINT RATES



MAIN BODY

Booking deadline: 09:00, working day prior to publication
Material deadline: 12:00, working day prior to publication

MONDAY - FRIDAY	
Full colour	R266 pccm
1 Spot	R232 pccm
Black and white	R197 pccm

SPECIAL POSITIONS	MONDAY - FRIDAY
Front page solus (4x8, 7x8)	Rate + 100%
Back page solus (7x8)	Rate + 50%
Any other guaranteed position	Rate + 10%

CLASSIFIEDS



Booking deadline: 13:00, a working day prior to publication
Material deadline: 13:30, a working day prior to publication

MONDAY - FRIDAY	
Display	R262 pccm
Legal display	R258 pccm
Recruitment full colour	R408 pccm
Recruitment spot	R346 pccm
Recruitment black and white	R300 pccm



AUCTIONS

Booking deadline: 09:00, working day prior to publication
Material deadline: 12:00, working day prior to publication

FRIDAY	
Full colour	R309 pccm
1 Spot	R283 pccm
Black and white	R278 pccm

BUSINESS



Booking deadline: 09:00, two working days prior to publication
Material deadline: Two working days prior to publication

MONDAY - FRIDAY	
Full colour	R266 pccm
1 Spot	R232 pccm
Black and white	R197 pccm

SUPPLEMENTS AND FEATURES



	Booking deadline	Material deadline
Lifestyle	09:00, two working days prior to publication	Two working days prior to publication
Sport	09:00, two working days prior to publication	Two working days prior to publication
Phakaaathi (soccer)	10:00, Wednesday prior to publication	15:00, Friday prior to publication
Motoring	09:00, Friday prior to publication	13:30, Monday prior to publication

MONDAY - FRIDAY	
Full colour	R213 pccm
1 Spot	R186 pccm
Black and white	R158 pccm

Rates effective from 1 January 2026. | Please note, this is a net rate card and excludes VAT. | All print rates are charged at per column centimetre. A 100% cancellation fee will be charged for any late cancellations after deadline.



PRINT RATES



SAMPLING, PROMOTIONAL OPPORTUNITIES

Minimum 5 000 units (Street Sellers)

MONDAY - FRIDAY

Price on application.

Contact: Tilly Frost on 010 976 4147 or tillyf@citizen.co.za



INSERTS

Insert delivery is three days prior to insertion. Print orders are subject to change without prior notification.

MONDAY - FRIDAY

Pre-printed inserts	per 1000
1 - 8 pages	R732
12 - 16 pages	R768
20 - 24 pages	R808
28 - 32 pages	R849
36 - 40 pages	R892
44 - 48 pages	R934

Want preferential rates on insert printing? Contact us now.

COLUMN CONFIGURATION



	MAIN BODY	AUCTIONS AND CLASSIFIEDS
COLUMN	WIDTH	WIDTH
1	31 mm	30 mm
2	64 mm	63 mm
3	98 mm	96 mm
4	131 mm	129 mm
5	164 mm	162 mm
6	198 mm	195 mm
7	231 mm	228 mm
8	265 mm	261 mm



ARTWORK

Artwork may be sent in the following ways:

E-MAIL: ads@citizen.co.za | thecitizen1978@gmail.com

ADSTREAM: <http://cosmos.adstream.co.za>; 011 799 7846
Username: login citizen **Password:** citizen1

ADSEND: www.adsend.co.za; 011 712 5700
Username: citizen1 **Password:** dtp1234

CONTACT US



Direct & Legals Advertising Manager:

010 976 4143 • anisak@citizen.co.za

Legals Advertising Supervisor:

010 976 4209 • betsie@citizen.co.za

Direct Advertising Sales Coordinator:

010 976 4261 • zsazsaj@citizen.co.za

National Advertising Manager: Digital & Print:

010 976 4140 • deniseb@citizen.co.za

National Advertising Sales Coordinator:

010 976 4131 • sandym@citizen.co.za

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FOUR-PAGE WRAPAROUND*

Booking deadline: Two weeks prior to publication – subject to availability

Material deadline: Four working days prior to publication

*Subject to publisher's and editor's approval.

MONDAY - FRIDAY

R 250 000



FRONT COVER

25 cm x 8 col
No price and
product on the
front page.



OUTSIDE BACK COVER

39 cm x 8 col



INSIDE DPS

39 cm x 16 col

HALF WRAP*

Booking deadline: Two weeks prior to publication – subject to availability

Material deadline: Four working days prior to publication

*Subject to publisher's and editor's approval.

MONDAY - FRIDAY

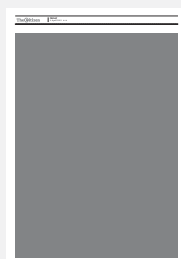
R 125 000



FRONT COVER

25 cm x 8 col

No price and product
on the front page.



INSIDE FRONT COVER

39 cm x 8 col

SPECIAL CREATIVE POSITIONS

Booking deadline: 09:00, working day prior to publication

Material deadline: 12:00, working day prior to publication



PRINT CREATIVE

	MONDAY - FRIDAY
DPS bookends	R 78 320
Full-page bookends	R 39 161
U-shape	R 104 431
DPS belt	R 78 322
Full-page belt	R 39 161
DPS cascades	R 115 269
Full page cascades	R 57 634
Disruptive advertisement	R 78 176
Silent ad main cover	R 17 078
Silent ad section covers	R 13 663
U-shape around the front and back cover	R 165 000
Dateline ad	Rate available on request

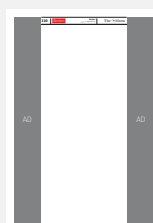
SPECIFICATIONS



DPS BOOKENDS

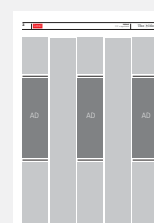
39 cm x 5 cm outer edge of left-hand page;
39 cm x 5 cm outer edge of right-hand page.

(Available on pages 2 and 3 or 4 and 5)



FULL-PAGE BOOKENDS

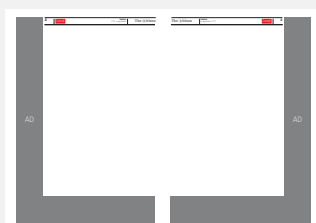
39 cm x 5 cm outer edge of left-hand side of page;
39 cm x 5 cm outer edge of right-hand side of page.



CASCADES

Every alternate column.

(Not available on pages 2 and 3 or 4 and 5)



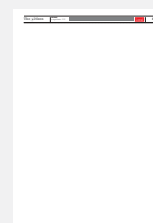
U-SHAPE

Specs available on request.



SILENT AD

5 cm x 2 column block;
only a logo permitted.



DATELINE AD

Specs available on request.



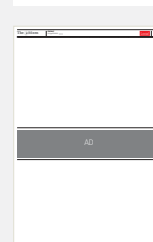
U-SHAPE "WRAP"

Specs available on request.



DPS BELT

2 x 4 cm x 8 column strip, centre of DPS.



FULL-PAGE BELT

4 cm x 8 column strip, centre of page.

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DIGITAL RATES

DIGITAL BANNERS				
	DESKTOP	MOBILE		
RUN-OF-SITE BANNERS	728x90 300x250 300x600 336x280 320x480	320x50 300x250 300x600 336x280 320x480	R 170	cpm
PRIME TARGETED DISPLAY			R 220	cpm
INTERSTITIAL BANNERS	300x250 320x480 336x280	336x280 320x480	R 220	cpm
STICKY BANNERS	728x90 970x90	320x50	R 220	cpm
WIDE SKYSCRAPERS (LEFT & RIGHT)			R 220	cpm
MPU	300x250	300x250	R 220	cpm
HALFPAGE	300x600	300x600	R 220	cpm
LEADERBOARD	728x90	320x50	R 220	cpm
VIDEO IN-STREAM BANNERS			R 450	cpm
IN-ARTICLE VIDEO	300x250	300x250	R 450	cpm
PROGRAMMATIC GUARANTEED			R 240	cpm
PREFERRED DEAL			R 240	cpm

CONTENT MARKETING

NEW!

We craft high-impact brand storytelling and transform ideas into meaningful experiences that inspire and engage audiences. Specialising in bespoke ideation, curation and creative rich media solutions that support the content marketing journey.

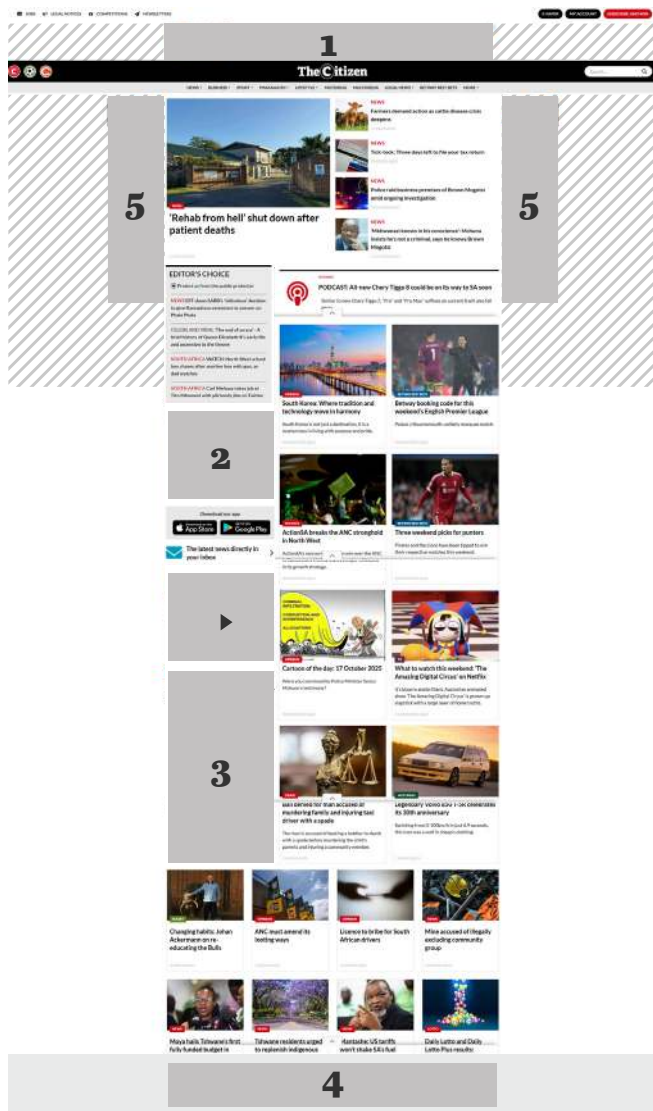
SPONSORED CONTENT*		R 9 500	per article
NATIVE CONTENT		R 15 000	per article
HOMEPAGE TAKEOVER	All the banners and skins	R 25 000	per day
SECTION TAKEOVER	All the banners and skins	R 22 000	per day
FACEBOOK POST		R 2 000	per post
TWITTER POST		R 2 000	per post
TIKTOK POST		R 2 000	per post
NEWSLETTER BANNERS		R 2 500	

* Includes one Facebook and one X (Twitter) post

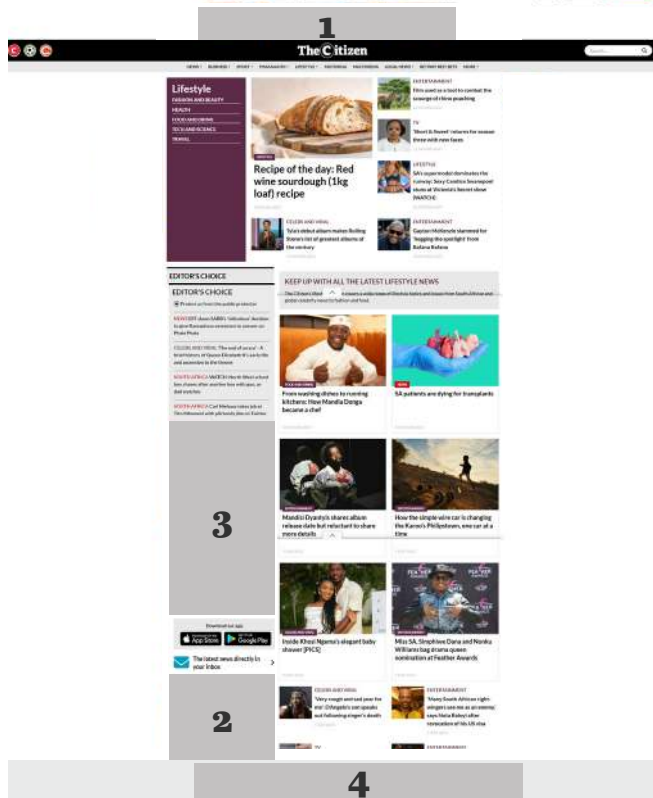
RICH MEDIA	RATES ON REQUEST
PODCAST	RATES ON REQUEST

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HOMEPAGE

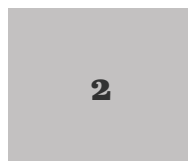


SECTION PAGE



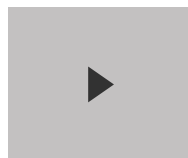
LEADERBOARD

728px width by 90px height

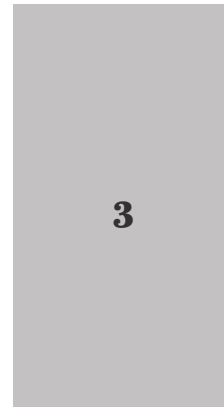


MPU

300px width by 250px height



IN-STREAM DISPLAY VIDEO
300px width by 250px height



HALF PAGE

300px width by 600px height



STICKY BANNERS

728x90 OR 970x90



SKYSCRAPER/SIDE BAR
160px width by 600px height

OR

SKIN/WALLPAPER
1920px width by 1080px height



ONLINE ARTWORK SPECIFICATIONS

IN-STREAM DISPLAY VIDEO

File type: **.mp4**

Maximum file size: **100MB**

Video format

Ratio: **16:9**

Dimension: **1280x720px**

(Responsive to the page level)

Video Duration: **15/30sec**

FPS: **24**

DISPLAY BANNERS

- Leaderboard

- MPU

- Half Page

File type: **jpg, gif, png**

Maximum file size: **150kb**

WEB INTERSTITIALS

300x250 OR 320x480 OR 336x280





MOBISITE

HOMEPAGE

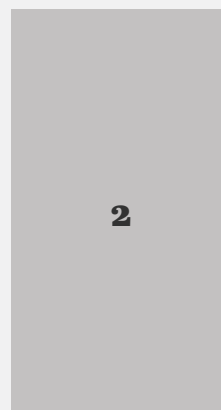
The screenshot shows the mobile homepage of The Citizen. At the top is a navigation bar with the site logo, a search icon, and a list of categories: NEWS, E-READER, LOTTO, BUSINESS, SPORT, PHWAAATHE, and LIFESTYLE. Below the navigation bar is a large featured article titled 'Aarto Act rollout looms: RTIA says it's ready, but concerns linger'. This is followed by a grid of smaller news items, each with a thumbnail image and a headline. At the bottom of the page is a large rectangular placeholder labeled '3'.

SECTION PAGE

The screenshot shows a section page from The Citizen, specifically the 'Lifestyle' section. It features a large featured article at the top titled 'Recipe of the day: Red wine sourdough (1kg loaf) recipe'. Below this are several smaller articles, each with a thumbnail image and a headline. At the bottom of the page is a large rectangular placeholder labeled '3'.



MPU
300px width by 250px height



HALF PAGE
300px width by 600px height



STICKY BANNERS
320px width by 50px height

ONLINE SPECIFICATIONS

IN-STREAM DISPLAY VIDEO

File type: **.mp4**

Maximum file size: **100MB**

Video format

Ratio: **16:9**

Dimension: **1280x720px**

(Responsive to the page level)

Video Duration: **15/30sec**

FPS: **24**

DISPLAY BANNER

- MPU
- Half Page
- Sticky Banner

File type: **jpg, gif, png**

Maximum file size:

150kb



Sub-R1m BYD Shark becomes South Africa's most powerful bakkie

The Ford Ranger Raptor's sprint record is under threat from the 220kW predator which comes to at \$45,990.

Wound

1



WATCH: Former minister Bathabile Dlamini gets her glow up

Read more:



Fête de la Musique organizers respond amid payment criticism from

and points R1 C

2



Neutrons



DESIGNER Gert-Johan Cotteze captivates at SA Fashion Week 2025

South African Fashion Week 2025 will be remembered as the moment fashion boldly went where few have dared to go, into

HYDROGEN GWM makes it official: New iCarboreal V6 arriving in 2027

Great Wall Motors (GWM) has confirmed the broadening of its current diesel engine portfolio with the introduction of a new V6

Background

<p>CELEBS AND VIBES What to stream this weekend: <i>Brutal</i> – A gripping political thriller <i>Paradise</i> – accolade</p>	<p>LIFESTYLE Awards are never the goal, but serve as a reminder – <i>Chief Moses</i> <i>Moloi</i> on his wins</p>	<p>CELEBS AND VIBES TikTok say it's condescending to reward <i>Adi</i> – African content creators despite them not being on rewards programme</p>	<p>LIFESTYLE WATCH: Oxi Ntsho breaks the silence – <i>Gaming and self-care</i> no longer taboo for men!</p>
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creators des
them not bei
on, especially

3

3



TheCitizen

Copyright © 2025 The Critics. All rights reserved.

Our mailing address is:

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe here](#).

SPECIFICATIONS

POSITION 1	POSITION 2	POSITION 3
468x60	468x60	468x60
300x250	300x250	300x250
320x50	320x50	320x50
	320x480	320x480



ARTWORK SPECIFICATIONS

File types

- MAC and PC files are both workable. If CorelDRAW has been used it is best to supply an exported EPS file with fonts converted curves/ lines/outlines. All colours must be output as process colours. NOT spot or Pantone colours
- We work in the Adobe Creative Suite (Photoshop, Illustrator & InDesign). We cannot accept CorelDRAW, FreeHand or Quark
- Linking files: Always link, never embed. Provide all linked files with layout files (vector files)
- Clients that supply artwork must make sure that all the working files, fonts (screen and printer) are high resolution images

Colour

- Proof required: Please send a JPG/PDF file or a colour printout to proof your artwork against
- Pantone colours: For accurate colour matching use Pantones for corporate colour
- All desired colours need to be specified. Do not use generic colours such as "green", from Adobe Illustrator or CorelDRAW. Convert all to CMYK
- Note that exact colour matches are not always possible

Scans/raster images /placed images

- Scans/raster images must be created at 300dpi at 100% print size
- Scans: convert colour to CMYK/Grayscale
- EPS and TIFF: Generally speaking, EPS files are the most foolproof, and carry the most information. NEVER place an EPS within another EPS
- GIFs do not have a high enough resolution for printing
- JPGs with file sizes smaller than 300KB are usually not suitable for printing because of its low resolution

Vectorized artwork

- Do not supply logos or other vectorized illustrations as bitmapped art. Typographic logos and elated images need to be saved as outlines in the vectorized format, text converted to paths/curves/outlines
- Fonts - convert: Convert short text lines to paths when sending open/workable files

INSERT SPECIFICATIONS

All inserts must be delivered to: Caxton CTP Printers, 14 Wright Street, Industria West, Johannesburg.

Attention: Siphwe Nkosi, 010 492 3430

The printers' conditions

- All inserts are subject to the approval of Caxton CTP Printers who reserves the right to refuse any material considered unsuitable for publication
- Caxton CTP Printers reserves the right to abort insertion of products under specification if it disrupts production
- Caxton CTP Printers will not guarantee the level of

response associated with an insert

- Advertising agents and advertisers accept responsibility for the content of their inserts and agree to indemnify Caxton CTP Printers against any claims or proceedings arising from publication of such inserts

Delivery time

Delivery must take place three days prior to insertion. This will allow the mailroom to ensure that inserts comply to specifications and allow time to take corrective action.

Production specifications

Sizes: Maximum sizes 285x410; minimum size 200x140; no smaller than A5; single sheet A4 must be on 160gsm. Any four-page tabloid and less must be quarter folded. Any inserts out of spec must be negotiated with the mailroom manager.

Types of folding

Folded inserts must be processed in right-angled folding, parallel folding or centre fold only. No concertina, door or accordion folds should be processed as these cause major production delays.

Trimming

All inserts must be given a square and same size trim. There should be no evidence of poor trimming due to blunt knives.

Unusual products

Any card i.e. cut, perforated insert or any other material of an unusual nature, dimensions or fold should be checked by the mailroom manager prior to acceptance of booking.

Packing and transport

Inserts that are stuck together due to still wet ink, inserts that are electrostatically charged, or damp, cannot be inserted and should not be processed. Likewise, inserts with dog-ears or displaced spines cannot be processed. The inserts must be stacked cleanly on stable pallets and protected against any possible transport damage and moisture. Each pallet must be marked clearly with a visible packaging slip on two adjacent sides.

All package slips must contain the following information: product name, publication date, key number, name and contact info of the printer, total number of inserts delivered, number of inserts in each bundle/pallet/box, number of inserts on this pallet, total number of pallets, individual pallet number, space for two bar codes.

Delivery notes

No goods will be accepted without a delivery note. The delivery note must contain the following information: number of boxes or pallets, total delivered, publication name, name of contact person, key number/caption, product description e.g.: four-page tabloid quarter folded. The mailroom will only check the number of boxes or pallets, and discrepancies will only be noted during inserting.

DISCLAIMER

Indemnity: As supplier of the goods/services, you, the Advertiser, warrant that you are familiar with and will comply with the provisions of the Consumer Protection Act, Act 68 of 2008 ('CPA') and the POPI Act, in all transactions between us. Among other, the CPA provides for some consumer rights regarding delivery, returns, disclosure of information and product quality and safety. You accordingly indemnify The Citizen, a Division of CTP Ltd against any damages that we or any other party may suffer as a result of your non-compliance with the CPA or as a result of any damages suffered by any party due to defective or unsafe goods/services supplied by you.

TERMS AND CONDITIONS TO THE CITIZEN 2026 RATE CARD

Advertisements are only accepted for publication in The Citizen a Division of CTP Ltd subject to the following conditions:

GENERAL TERMS AND CONDITIONS

1. It is not the responsibility of the publisher to submit proof of publication of advertisements to the advertiser.
2. Although every effort will be made to meet the wishes of the advertiser, no undertaking can be given in this regard in respect of the date of publication, distribution, the form and position of the entry/ies, the name and/or title and format of the advertisement, the number of copies and place of distribution.
3. Late advertisement orders are subject to editorial availability.
4. The advertiser shall be responsible for, and hereby undertakes to pay the publisher all expenses which the publisher may incur arising out of the advertiser's default, including all costs of tracing the advertiser on the scale as between attorney and own client.
5. The publisher is entitled to withhold any advertisement deemed unsuitable for publication and to cancel any advertisement order that has been accepted. (Grounds for cancellation include, but are not limited to: material that is defaming, hurtful or seen as propaganda aligned to a specific group, section of party; material that is considered unsuitable by reason of appearance, content or wording, and/or that does not comply with the guidelines of the Advertising Regulatory Board; an advertiser's account in arrears.)
6. Printer's error, casual displacement or omission, do not invalidate contracts. Every care shall be taken to ensure prompt insertion of all advertisements, but any Advertiser or advertising practitioner placing an advertisement in The Citizen newspaper indemnifies the newspaper against any liability whether in respect of damage, cost or otherwise that it may incur as a result of the publication or non-publication of that advertisement in any specified issue or any specified date.
7. The Citizen will not be held liable for any failure to publish or delay in advertising caused by any force outside The Citizen's control. These forces include, but are not limited to, war, industrial dispute, Electricity failure, any Act of God, governmental or legal restraint.
8. The publisher reserves the right to suspend issue on any day and to increase or decrease the usual number of editions printed without notice.
9. Space is sold to the advertiser for the purposes of making announcements concerning his own business and may not be used for attacking or making comparisons with other advertisers, firms, institutions or persons.
10. Should the advertiser not meet his frequency, or share of market commitment, the publisher shall be entitled to charge the top rate. This also applies when a contract is cancelled prior to completion.
11. Should the advertiser exceed his monthly commitment, no reduction shall be rebated for advertising which has already appeared. However, the contract may be revised at the request of the advertiser. Hereafter the lower rate will apply.
12. Copy must conform to all Government, Press Council, Advertising Regulatory Board and The Citizen Company requirements for the acceptance of advertisements.
13. Where advertisements are booked and the material arrives after deadline or fails to arrive, the space may

- still be charged for.
14. It is the responsibility of the advertiser to report any errors in advertisements within two days of appearance.
 15. The Citizen will not be responsible for queries older than 60 days.
 16. Should this contract be terminated by the advertiser before the end of the specific period, other than in terms of Clause 11, or on non-fulfilment of agreement within the special period, the advertiser shall immediately be liable for the difference between the discounted rates and rate card rate for all advertising taken during the contract period.
 17. The publisher reserves the right to cancel this contract in the event of the advertiser failing to make payment in accordance with our terms of thirty (30) days. In event of such cancellation, all advertising taken during the contract period will be subject to the surcharge set out in Clause 16 above.
 18. Deadlines may be varied by the company at any time.
 19. In the event of the publisher failing to insert a booked advertisement, the said booking will be included in calculating the contract fulfillment.
 20. No liability for any errors in translation will be accepted.

CLASSIFIEDS | LEGALS | AUCTIONS

[The following terms and conditions are in addition to the general terms and conditions above, and apply to Classifieds, Legals and Auctions.]

1. The Citizen will not be held responsible for adverts that run out of the alphabetical sequence.
2. The Citizen will not be held responsible for any misleading claims or damages incurred by the Advertiser.
3. It is the responsibility of the Advertiser to report any errors on the date of appearance or within 24 hours thereafter.
4. The Citizen will not be liable for any other cost except for re-advertising of an ad mentioned in the preceding clause (3).
5. The Citizen will not be held responsible for queries older than 30 days.
6. The Citizen will not be held responsible for any re-advertising cost in other newspapers due to advertising not received for publication by us.
7. Advertisements can be cancelled by email before 09:00 one day prior to publication:
 - a. Legals: email your consultant
 - b. Auctions: email your consultant
 - c. Classifieds: email your consultant
8. All legal notices must be submitted in writing by 09:00 one day prior to publication. All amendments on, or cancellations of, an advertisement must be submitted in writing before 09:00 on the day prior to day of advertising.
9. Credit will not be given for typographical errors that do not lessen the effectiveness of the advert.
10. The Citizen will not be held responsible for any correspondence not received via e-mail.
11. In order to improve our client service, we request all our valued Legals clients to follow the undermentioned procedures:
 - a. Please confirm telephonically whether your advertisements reached The Citizen before the printing deadlines. This applies to advertisements sent by e-mail.
 - b. Please do not rely on e-mail reports only, as those have proved unreliable in the past.
 - c. Please contact us during office hours for any information regarding your legal advertising.



TERMS AND CONDITIONS