

FREE WEEKLY NEWSPAPER

myline

STAY ON TRACK



RATECARD 2016/17 Metrorail Myline Newspaper

M yline is an award-winning and trusted newspaper that offers commuters insight into Metrorail's inner workings. In addition to informing commuters about Metrorail's operations, it has fun facts and smart 'how-to' advice on topical issues such as travel, career and technology.

Awards

- * Excellence in Communication, 2015 SA Publication Forum Awards
- * Excellence in Design, 2015 SA Publication Forum Awards
- * 3rd Place, Best Newspaper, 2015 SA Publication Forum Awards
- * Finalist, Redesign Category, 2015 Folio: Eddie & Ozzie Awards

DEMOGRAPHICS

GENDER		POPULATION		AGE		MARITAL STATUS		MONTHLY INCOME	
Male	56%	African	54%	<20	16%	Single	73%	<7 999	51%
Female	44%	Coloured	41%	20 - 24	31%	Married	24%	8 000 - 20 000+	16%
		White	4%	25 - 29	21%			Other	33%
		Indian	1%	30 - 34	12%				
				40 - 44	7%				

Source: Metrorail

DISTRIBUTION DEPOTS	PRINT RUN
Bellville	15 000
Rosebank	10 000
Cape Town	10 000
Langa	15 000
TOTAL	50 000

732 000 PASSENGER JOURNEYS EVERY DAY

708 TRAINS EVERY WEEKDAY

R151million IN TICKET SALES PER ANNUM

122 STATIONS

FREQUENCY	WEEKLY	EVERY THURSDAY
PRINT RUN	50 000	ABC AUDITED

MyLine's social media platforms for regular updates and information:

- Facebook Sipho.MyLine
- Twitter @Sipho_MyLine
- Metrorail website www.capemetrorail.co.za



***PRICING (R95 p.s.c.cm)**

Full page	R14 250
Half page	R8 550
Quarter page	R5 130
Eighth page	R3 078

LOOSE INSERTS @ R0.30 per copy

1 000 inserts	R300
5 000 inserts	R1 500
10 000 inserts	R3 000

DISCOUNTS

Based on number of issues booked (48 issues per annum)

6 - 12	5%
13 - 24	10%
25 - 36	15%
37 - 48	20%

DEADLINES

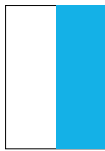
Bookings	Fridays @ 12h00
Material	Mondays @ 14h00

TECHNICAL SPECIFICATIONS

(mm) Height x Width



Full page
Trim: 262 x 180
Bleed: 272 x 190



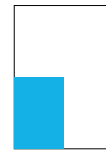
Half page vertical
Trim: 262 x 87



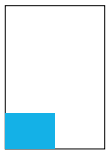
Half page horizontal
Trim: 128 x 180



Quarter page horizontal
Trim: 63 x 180



Quarter page
Trim: 128 x 87



Eighth page
Trim: 63 x 87

MATERIAL REQUIREMENTS

Material to be supplied in PDF format
CMYK colour and high-res of 300 DPI.
Sent via Quicksend or Websend.

MATERIAL DELIVERY

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