

**bnl**times

# advertising rates

Effective 1st November 2021

Enquiries: [advertising@bnltimes.com](mailto:advertising@bnltimes.com)[www.times.mw](http://www.times.mw)

|                                      | THE SUNDAY TIMES             |               | THE DAILY TIMES              |               | MALAWI NEWS                  |               |
|--------------------------------------|------------------------------|---------------|------------------------------|---------------|------------------------------|---------------|
|                                      | TAX EXCLUSIVE                | TAX INCLUSIVE | TAX EXCLUSIVE                | TAX INCLUSIVE | TAX EXCLUSIVE                | TAX INCLUSIVE |
|                                      | MALAWI KWACHA                | MALAWI KWACHA | MALAWI KWACHA                | MALAWI KWACHA | MALAWI KWACHA                | MALAWI KWACHA |
| BLACK AND WHITE                      |                              |               |                              |               |                              |               |
| Quarter Page                         | 109,779.66                   | 127,893.30    | 124,063.77                   | 144,534.30    | 127,405.04                   | 148,426.87    |
| Half Page (36 x 3 /18 x 6)           | 194,794.98                   | 226,936.16    | 211,552.45                   | 246,458.61    | 230,716.23                   | 268,784.41    |
| Half Page (27 x 4)                   | 274,564.39                   | 319,867.51    | 300,465.49                   | 350,042.30    | 314,485.08                   | 366,375.12    |
| Full Page                            | 336,918.99                   | 392,510.62    | 377,285.11                   | 439,537.16    | 390,957.81                   | 455,465.85    |
| Inside Pages Strip 5 x 6             | 74,701.37                    | 87,027.10     | 79,144.91                    | 92,203.83     | 92,636.27                    | 107,921.25    |
| Section Earpiece (5 x 2)             | 19,630.58                    | 22,869.63     | 24,168.83                    | 28,156.68     | 24,688.45                    | 28,762.04     |
| Column Rate per cm                   | 2,052.28                     | 2,390.91      | 2,504.77                     | 2,918.05      | 2,581.07                     | 3,006.95      |
| FULL COLOUR                          |                              |               |                              |               |                              |               |
| Quarter Page                         | 166,517.66                   | 193,993.08    | 186,487.67                   | 217,258.14    | 200,433.21                   | 233,504.69    |
| Half Page (36 x 3 /18 x 6)           | 229,258.37                   | 267,086.00    | 246,328.38                   | 286,972.57    | 266,661.87                   | 310,661.08    |
| Half Page 27 x 4                     | 301,495.20                   | 351,241.91    | 379,300.51                   | 441,885.10    | 409,241.75                   | 476,766.64    |
| Full Page                            | 429,473.50                   | 500,336.62    | 474,665.98                   | 552,985.87    | 512,890.64                   | 597,517.60    |
| Inside pages Strip 5 x 6             | 126,292.62                   | 147,130.90    | 157,885.20                   | 183,936.26    | 170,544.94                   | 198,684.86    |
| Front Strip 5 x 6                    | 163,944.37                   | 190,995.19    | 208,785.92                   | 243,235.59    | 224,194.58                   | 261,186.69    |
| Back Strip 5 x 6                     | 158,453.41                   | 184,598.22    | 200,013.40                   | 233,015.61    | 216,187.63                   | 251,858.59    |
| Section Earpiece (5 x 2)             | 38,993.24                    | 45,427.12     | 47,316.38                    | 55,123.59     | 48,514.66                    | 56,519.57     |
| Column Rate per cm                   | 2,974.23                     | 3,464.98      | 3,292.34                     | 3,835.58      | 3,692.07                     | 4,301.26      |
| Customer Specified page              | Plus 15% of advertising cost |               | Plus 15% of advertising cost |               | Plus 15% of advertising cost |               |
| DOUBLE SPREAD                        |                              |               |                              |               |                              |               |
| Double Spread Full Colour            | 824,512.83                   | 960,557.45    | 930,299.63                   | 1,083,799.07  | 1,025,966.04                 | 1,195,250.44  |
| Double Spread Black & white          | 661,805.13                   | 771,002.98    | 723,572.19                   | 842,961.60    | 779,135.92                   | 907,693.35    |
| CLASSIFIED- B&W                      |                              |               |                              |               |                              |               |
| Rate per word                        | 82.63                        | 96.26         | 82.63                        | 96.26         | 82.63                        | 96.26         |
| Minimum of 10 Words                  | 826.09                       | 962.39        | 826.09                       | 962.39        | 826.09                       | 962.39        |
| Poster 11cm X 9cm                    | 20,893.37                    | 24,340.78     | 20,893.37                    | 24,340.78     | 20,893.37                    | 24,340.78     |
| Column rate per cm                   | 633.12                       | 737.59        | 633.12                       | 737.59        | 633.12                       | 737.59        |
| 3cm x 1 Column picture               | 1,808.71                     | 2,107.14      | 1,808.71                     | 2,107.14      | 1,808.71                     | 2,107.14      |
| 3cm x 2 Column picture               | 3,157.00                     | 3,677.91      | 3,157.00                     | 3,677.91      | 3,157.00                     | 3,677.91      |
| CLASSIFIED - COLOUR                  |                              |               |                              |               |                              |               |
| Rate per word                        | 105.32                       | 122.70        | 105.32                       | 122.70        | 105.32                       | 122.70        |
| Minimum of 10 Words                  | 1,053.18                     | 1,226.96      | 1,053.18                     | 1,226.96      | 1,053.18                     | 1,226.96      |
| Poster 11cm X 9cm                    | 27,289.80                    | 31,792.62     | 27,289.80                    | 31,792.62     | 27,289.80                    | 31,792.62     |
| Column rate per cm                   | 942.45                       | 1,097.96      | 942.45                       | 1,097.96      | 942.45                       | 1,097.96      |
| 3cm x 1 Column picture               | 2,234.24                     | 2,602.89      | 2,234.24                     | 2,602.89      | 2,234.24                     | 2,602.89      |
| 3cm x 2 Column picture               | 4,136.29                     | 4,818.78      | 4,136.29                     | 4,818.78      | 4,136.29                     | 4,818.78      |
| VOUCHERS                             |                              |               |                              |               |                              |               |
| Collected by Client                  | 31,422.71                    | 36,607.46     | 31,422.71                    | 36,607.46     | 31,422.71                    | 36,607.46     |
| Delivered by BNL                     | 47,134.01                    | 54,911.12     | 47,134.01                    | 54,911.12     | 47,134.01                    | 54,911.12     |
| INSERTS                              |                              |               |                              |               |                              |               |
| A3 Sheet/Edition                     | 27.65                        | 32.21         | 27.65                        | 32.21         | 27.65                        | 32.21         |
| A4 Sheet/Edition                     | 14.44                        | 16.82         | 14.44                        | 16.82         | 14.44                        | 16.82         |
| A2 Sheet/Edition                     | 39.47                        | 45.99         | 39.47                        | 45.99         | 39.47                        | 45.99         |
| A1 Sheet/Edition                     | 47.76                        | 55.64         | 47.76                        | 55.64         | 47.76                        | 55.64         |
| BLOCK ADS ON ACTION AD PAGES- B&W    |                              |               |                              |               |                              |               |
| 6cm x 2 Column                       | 8,373.73                     | 9,755.40      | 8,373.73                     | 9,755.40      | 8,373.73                     | 9,755.40      |
| 9cm x 2 Column                       | 13,433.70                    | 15,650.26     | 13,433.70                    | 15,650.26     | 13,433.70                    | 15,650.26     |
| 10cm x 3 Column                      | 22,649.51                    | 26,386.68     | 22,649.51                    | 26,386.68     | 22,649.51                    | 26,386.68     |
| 12cm x 3 Column                      | 27,091.77                    | 31,561.91     | 27,091.77                    | 31,561.91     | 27,091.77                    | 31,561.91     |
| 15cm x 3 Column                      | 33,732.00                    | 39,297.77     | 33,732.00                    | 39,297.77     | 33,732.00                    | 39,297.77     |
| 10cm x 8 Column                      | 55,243.58                    | 64,358.78     | 55,243.58                    | 64,358.78     | 55,243.58                    | 64,358.78     |
| BLOCK ADS ON ACTION AD PAGES- COLOUR |                              |               |                              |               |                              |               |
| 6cm x 2 Column                       | 12,008.85                    | 13,990.31     | 12,008.85                    | 13,990.31     | 12,008.85                    | 13,990.31     |
| 9cm x 2 Column                       | 16,823.49                    | 19,599.37     | 16,823.49                    | 19,599.37     | 16,823.49                    | 19,599.37     |
| 10cm x 3 Column                      | 23,853.63                    | 27,789.48     | 23,853.63                    | 27,789.48     | 23,853.63                    | 27,789.48     |
| 12cm x 3 Column                      | 30,342.04                    | 35,348.47     | 30,342.04                    | 35,348.47     | 30,342.04                    | 35,348.47     |
| 15cm x 3 Column                      | 41,719.54                    | 48,603.26     | 41,719.54                    | 48,603.26     | 41,719.54                    | 48,603.26     |
| 10cm x 8 Column                      | 63,016.62                    | 73,414.37     | 63,016.62                    | 73,414.37     | 63,016.62                    | 73,414.37     |
| WEB PAGE RATES                       |                              |               |                              |               |                              |               |
| Banner Pixel Rate                    | 2.80                         | 3.26          | 2.80                         | 3.26          | 2.80                         | 3.26          |

**PUBLICATIONS INFORMATION**

|                       | THE SUNDAY TIMES     | THE DAILY TIMES         | MALAWI NEWS                  |
|-----------------------|----------------------|-------------------------|------------------------------|
| PUBLISHING DAYS       | Every Sunday         | Monday to Friday        | Every Saturday               |
| TARGET AUDIENCE       | Govt, NGOs, Mass     | Corporates, Govt, Mass  | Mass, Govt, NGOs, Corporates |
| DISTRIBUTION COVERAGE | Nationalwide         | Nationalwide            | Nationalwide                 |
| READERSHIP            | 1 Copy for 6 Readers | 1 Copy for 10 Readers   | 1 Copy for 8 Readers         |
| PUBLICATION FOCUS     | Analytical News      | Exclusive Breaking News | Investigative News           |

FOR NEWSPAPER ADVERTISING: 0 888 118 133

FOR TIMES TV AND RADIO ADVERTISING RATES CONTACT:

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