

# The Fiji Times

# 150

ESTABLISHED 1869

# YEARS

# Ratecard

Effective January 1, 2019



## The Fiji Times

### PROFILE

Established on September 4th, 1869, the Fiji Times is synonymous with news in Fiji and services as the primary newspaper, with the largest circulation and widest distribution network.

Our mission is to provide outstanding service to our readers by delivering up-to-date, accurate, fair and balanced news coverage; by entertaining them with bright, interesting features and informing them of news and events as they happen both locally and abroad in print and online.

The Fiji Times has the country's highest circulation, serving advertisers the widest readership, ensuring value for money and the lowest cost per thousand. The Fiji Times enjoys a wide readership, spanning across all ethnicities, religions and broad age range in Fiji and the Pacific.

Free print ad layout production is included in our service offer to all clients.

For 149 years, the Fiji Times has remained the most widely read, cost-effective newspaper media in the country, selling more newspapers than any local competitor. During September 2018 the Fiji Times Editor Fred Wesley was the recipient of the News Media Executive of the Year Award, at the PANPA annual newspaper conference in Sydney. This was a millstone achievement for the team at the Fiji Times, winning against tough competition from Asia, Australia, New Zealand and the Pacific. Going into the 150 years celebration winning this award is confirmation that the Fiji Times has withstood the challenges of the times and continues to be an independent quality newspaper. The Fiji Times also won the top prize in the Best Young Reader category, with Kaila! Design your own newspaper programme, running through schools in Fiji. The Fiji Times takes pride in the many extensive features focussing on topics of national interest.

Since its establishment, the Fiji Times has been committed to serving the public, with balanced, factual reporting on every major event in the country and region. Longevity, combined with its solid reputation as a reliable and trusted news source, has made the Fiji Times one of the most recognized media brands in the country and the South Pacific.

The Fiji Times is a daily tabloid (6 column) newspaper. Cover price: \$1.10 VIP in Viti Levu / \$1.40 VIP in Vanua Levu and outer islands.

### WEEKLY PUBLICATIONS

#### Sunday Times

## The Sunday Times

The Sunday Times targets the local weekend market at leisure, with more time to read in-depth news stories, people profiles, interesting local and international lifestyle features, special Sunday highlights like Chef lance Seeto's Food Guide, Weekend entertainment features, Discovering Fiji and much more. It has guaranteed readership of almost 100,000 each Sunday people from the age of 14 years of all ethnic groups and religions. Cover price: \$1.10 VIP in Viti Levu / \$1.40 in Vanua Levu and other islands.

#### Kaila



As a bonus feature, inserted in Wednesday's Fiji Times is popular youth publication "Kaila!" (meaning "Shout!"). Kaila! is Fiji's only youth newspaper. Launched on September 21st, 2004, initially as a stand-alone newspaper, Kaila! targeted the 13 - 18 year old demographic. However, since its inception, Kaila!'s readership has evolved remarkably to span an even wider age demographic: 8 - 20 years. It is designed to be a fun, colourful, largely educational weekly newspaper, focusing on developing youth literacy and projecting a positive message to the youth of Fiji.

Kaila! is an English language publication, inserted free of charge in the Fiji Times every Wednesday.

#### Shanti Dut - Annual Diwali Souvenir Issue

## शान्ति दूत

To mark the annual Hindi Festival of Lights, Shanti Dut publishes the most highly sought after, Diwali Souvenir Edition (every October or November, depending on when the Festival falls). The Shanti Dut Diwali Souvenir issue will be published 2 - 3 weeks prior to the festival. Advertising rates for this issue differ from the weekly edition.

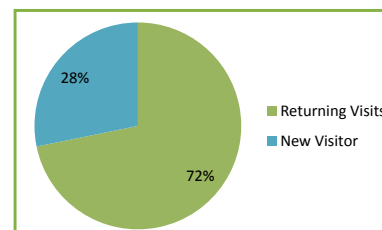
## Fiji Times Online

[www.fijitimes.com](http://www.fijitimes.com)

Fiji Times online currently enjoys an average of close to a 1,000,000 visits each month, with an average of 300,000 monthly users and an average of 4.2 million page views per month.

www.fijitimes.com.fj is accessed by people from Fiji and abroad (over 200 countries).

- 1) Fiji : 48%
- 2) Australia : 16.3%
- 3) New Zealand : 10%
- 4) United States : 10%
- 5) UK : 5%



The virtual paper was launched in December 2015 and is available for subscription. This provides loyal Fiji Times readers with an opportunity to see the newspaper in its entirety both locally and around the world.

### Digital:

The digital platform has been improved and launched effective as from January 2018. This now combines the three options in one: Desktop, ipad and smart phones.

All devices show the Digital edition from 3am (Fiji Time) each and every morning. Several enhanced features provide subscribers with the latest technology, such as popup windows for easy reading. Unlimited access to the huge Fiji Times archive data base and regular updates throughout the day. For our overseas readers, the electronic replica will make you feel you are in Fiji! We have also set out to make it as affordable as possible:

- **FJ\$100 for an annual subscription**
- **FJ\$40 for a 3 months subscription**
- **FJ\$15 for a month subscription**

To become a subscriber, just follow the instructions or call 679 3304111/7754078.

# Publication Overview



**GOAL** Fiji  
 SPECIAL EDITION  
 Fiji teams top UFSC tourney  
**Hosts dominate**  
 ADAM TURNS TO NEW SPORT  
 Women's football improves

**Motoring & Accessories**  
 \$3.9m to fix high priority roads  
 Get the right deal for a car  
 TOYOTA SAI  
 TOYOTA CAMRY  
 TOYOTA AVALON  
 TOYOTA HILUX  
 TOYOTA PROACE  
 TOYOTA AYGO  
 TOYOTA YARIS  
 TOYOTA PRIUS  
 TOYOTA LAND CRUISER  
 TOYOTA LAND CRUISER PRADO  
 TOYOTA LAND CRUISER 4X4

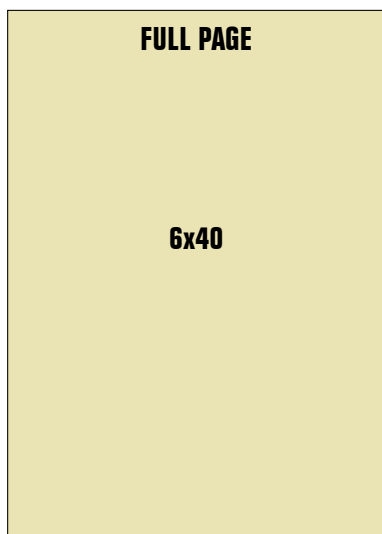
SHIPPING INDUSTRY NEWS  
 DECEMBER 22, 2018  
**SHIPPING TIMES**  
**Exclusive zone**  
 FROM A YOUNG AGE  
 REPAIR WORKS  
 No matter what.  
 HAMBURG SCD

**Social Times**  
 Oceania Gas new complex opening  
 Farming workshop  
 New aircraft welcomed  
 FROM A YOUNG AGE  
 REPAIR WORKS

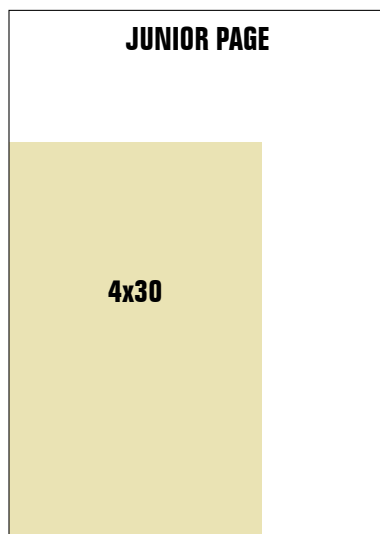
**Soul living**  
 The Sunday Times  
 December 30, 2018  
**Love is in the air**  
 Pages 2-3

**Bollybaat**  
 6-PAGE BOLLYWOOD SPECIAL  
 SHOWBIZ SPECIAL  
 pages of celebrity news, gossip, lifestyle & more  
**NUSHRAT:**  
 COMEDY IS QUITE DIFFICULT TO DO  
 RANVEER SAYS 'YES' TO EVERYTHING WIFE SAYS  
 HOT GOSSIP  
 Malika Arora: I avoid letting age bother me  
 STAR INTERVIEW  
 Lisa: Having a kid opened my eyes to a whole new world

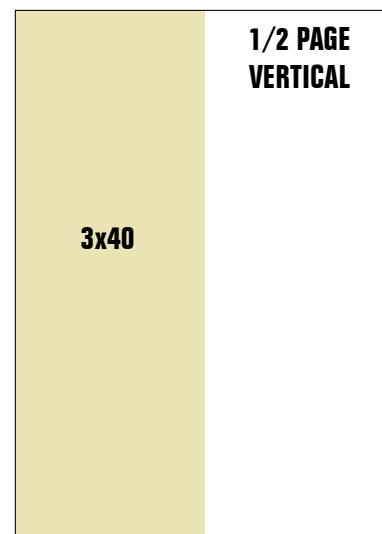
# Display Advertising Sizes



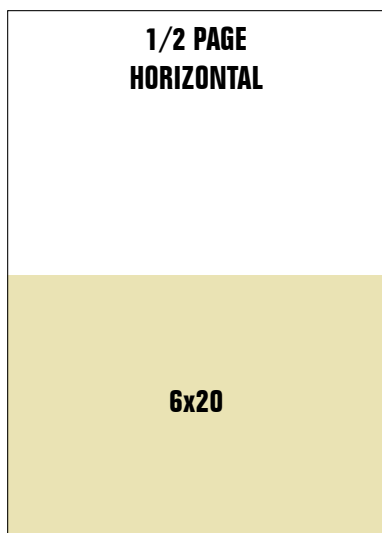
26cm x 40cm



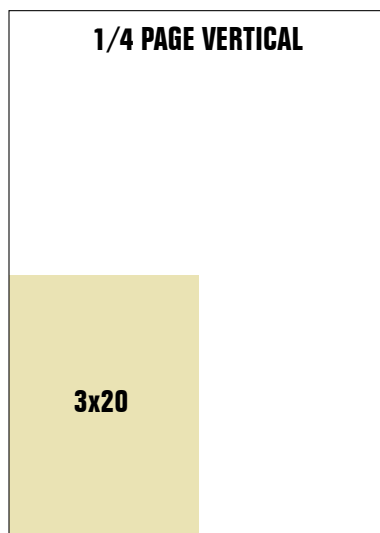
17cm x 30cm



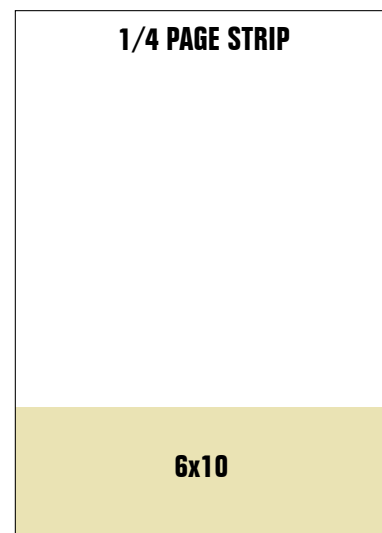
13cm x 40cm



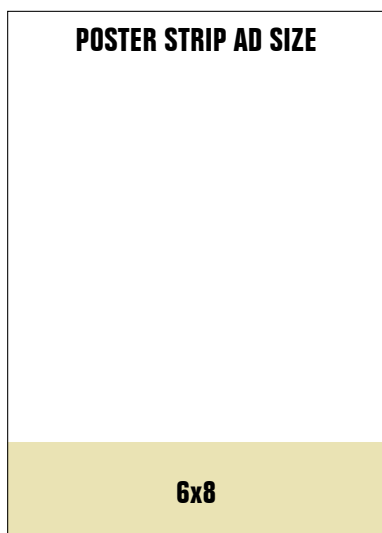
26cm x 20cm



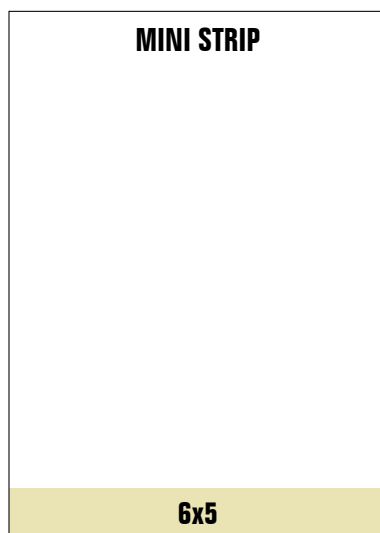
13cm x 20cm



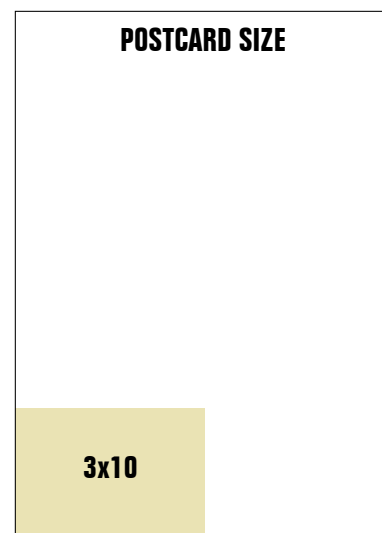
26cm x 10cm



26cm x 8cm



26cm x 5cm



13cm x 10cm

**CORNER BLOCK**

**2x20**

8.5cm x 20cm

**TRIPLE MINI**

**2x15**

8.5cm x 15cm

**MINI STACKED**

**2x10**

8.5cm x 10cm

**MINI**

**2x5**

8.5cm x 5cm

**MINI JUNIOR PAGE**

**4x20**

17cm x 20cm

**MINI JUNIOR 2**

**4x15**

17cm x 15cm

**POSTCARD SIZE 2**

**4x10**

17cm x 10cm

**JUNIOR PAGE 2**

**3x30**

13cm x 30cm

# Display Rates (All rates quoted are VEP)

## THE FIJI TIMES

### SUNDAY - FRIDAY

### SATURDAY

Expenditure	Level	Rate per col cm	% Discount	Full Page rate	Rate per col cm	% Discount	Full Page rate
N/A	<b>Casual</b>	<b>\$8.65</b>	N/A	<b>\$2,075.20</b>	<b>\$10.44</b>	N/A	<b>\$2,504.80</b>
<b>\$5,000</b>	SR	<b>\$6.57</b>	24.00%	<b>\$1,577.15</b>	<b>\$7.93</b>	24.0%	<b>\$1,903.65</b>
<b>\$10,000</b>	Level A	<b>\$6.53</b>	24.50%	<b>\$1,566.78</b>	<b>\$7.88</b>	24.5%	<b>\$1,891.12</b>
<b>\$15,000</b>	Level B	<b>\$6.49</b>	25.00%	<b>\$1,556.40</b>	<b>\$7.83</b>	25.0%	<b>\$1,878.60</b>
<b>\$20,000</b>	Level C	<b>\$6.44</b>	25.50%	<b>\$1,546.02</b>	<b>\$7.78</b>	25.5%	<b>\$1,866.08</b>
<b>\$25,000</b>	Level D	<b>\$6.40</b>	26.00%	<b>\$1,535.65</b>	<b>\$7.72</b>	26.0%	<b>\$1,853.55</b>
<b>\$30,000</b>	Level E	<b>\$6.36</b>	26.50%	<b>\$1,525.27</b>	<b>\$7.67</b>	26.5%	<b>\$1,841.03</b>
<b>\$35,000</b>	Level F	<b>\$6.31</b>	27.00%	<b>\$1,514.90</b>	<b>\$7.62</b>	27.0%	<b>\$1,828.50</b>
<b>\$40,000</b>	Level G	<b>\$6.27</b>	27.50%	<b>\$1,504.52</b>	<b>\$7.57</b>	27.5%	<b>\$1,815.98</b>
<b>\$45,000</b>	Level H	<b>\$6.23</b>	28.00%	<b>\$1,494.14</b>	<b>\$7.51</b>	28.0%	<b>\$1,803.46</b>
<b>\$50,000</b>	Level I	<b>\$6.18</b>	28.50%	<b>\$1,483.77</b>	<b>\$7.46</b>	28.5%	<b>\$1,790.93</b>
<b>\$75,000</b>	Level J	<b>\$5.61</b>	42.75%	<b>\$1,346.45</b>	<b>\$6.68</b>	42.8%	<b>\$1,604.40</b>
<b>\$100,000</b>	Level K	<b>\$5.57</b>	43.25%	<b>\$1,336.08</b>	<b>\$6.63</b>	43.3%	<b>\$1,591.87</b>
<b>\$125,000</b>	Level L	<b>\$5.52</b>	43.75%	<b>\$1,325.70</b>	<b>\$6.58</b>	43.8%	<b>\$1,579.35</b>
<b>\$150,000</b>	Level M	<b>\$5.48</b>	44.25%	<b>\$1,315.32</b>	<b>\$6.53</b>	44.3%	<b>\$1,566.83</b>
<b>\$175,000</b>	Level N	<b>\$5.44</b>	44.75%	<b>\$1,304.95</b>	<b>\$6.48</b>	44.8%	<b>\$1,554.30</b>
<b>\$200,000</b>	Level O	<b>\$5.39</b>	45.25%	<b>\$1,294.57</b>	<b>\$6.42</b>	45.3%	<b>\$1,541.78</b>
<b>\$225,000</b>	Level P	<b>\$5.35</b>	45.75%	<b>\$1,284.20</b>	<b>\$6.37</b>	45.8%	<b>\$1,529.25</b>
<b>\$250,000</b>	Level Q	<b>\$5.31</b>	46.25%	<b>\$1,273.82</b>	<b>\$6.32</b>	46.3%	<b>\$1,516.73</b>
<b>\$275,000</b>	Level R	<b>\$5.26</b>	46.75%	<b>\$1,263.44</b>	<b>\$6.27</b>	46.8%	<b>\$1,504.21</b>
<b>\$300,000</b>	Level S	<b>\$5.22</b>	47.25%	<b>\$1,253.07</b>	<b>\$6.22</b>	47.3%	<b>\$1,491.68</b>
<b>\$325,000</b>	Level T	<b>\$5.18</b>	47.75%	<b>\$1,242.69</b>	<b>\$6.16</b>	47.8%	<b>\$1,479.16</b>
<b>\$350,000</b>	Level U	<b>\$5.13</b>	48.25%	<b>\$1,232.32</b>	<b>\$6.11</b>	48.3%	<b>\$1,466.63</b>
<b>\$375,000</b>	Level V	<b>\$5.09</b>	48.75%	<b>\$1,221.94</b>	<b>\$6.06</b>	48.8%	<b>\$1,454.11</b>
<b>\$400,000</b>	Level W	<b>\$5.05</b>	49.25%	<b>\$1,211.56</b>	<b>\$6.01</b>	49.3%	<b>\$1,441.59</b>
<b>\$425,000</b>	Level X	<b>\$5.00</b>	49.75%	<b>\$1,201.19</b>	<b>\$5.95</b>	49.8%	<b>\$1,429.06</b>
<b>\$450,000</b>	Level Y	<b>\$4.96</b>	50.25%	<b>\$1,190.81</b>	<b>\$5.90</b>	50.3%	<b>\$1,416.54</b>
<b>\$475,000</b>	Level Z	<b>\$4.92</b>	50.75%	<b>\$1,180.44</b>	<b>\$5.85</b>	50.8%	<b>\$1,404.01</b>
<b>\$500,000 +</b>	Level AA	<b>\$4.88</b>	51.25%	<b>\$1,170.06</b>	<b>\$5.80</b>	51.3%	<b>\$1,391.49</b>

### INSERT CHARGES

Glossy inserts charged per page/distribution.  
Quotes will be provided on request.

Bond inserts can be printed in-house.  
Minimum size: A3 x 4pages. Quotes supplied on request.

### PRIME POSITIONAL LOADING THE FIJI TIMES - SUNDAY TO SATURDAY EDITIONS

**Pages 2-19: + 20% loading**

\* Note: certain pages have fixed sizes according to editorial layout requirements.

### KAILA!

Full Page	<b>\$500</b>
Half Page	<b>\$300</b>
Quarter Page	<b>\$150</b>
Bottom Strip	<b>\$150</b>





A client wishing to place a black and white Classified advertisement, 10cm deep x 1 column wide, within the Classified section of The Fiji Times on Sunday-Friday would calculate the cost as follows:

Size:	1x10	
Display Rate:	\$6.70	
Total Cost:	\$67.00	
<b>Add Colour to above advert</b>		
Previous total		\$67.00
+ full colour charge (Less than ¼ Page):		\$200.00
Total:		\$267.00
Vat 9%		\$24.03
Total Cost:		\$291.06

	SUNDAY - FRIDAY	SATURDAY
Space Ads	\$6.70 per col cm	\$8.47 per col cm
Liners	\$0.50c per word (maximum of 15 words \$7.50)	\$0.62c per word (maximum of 15 words \$9.30)
Photo	\$25.00	
Translation: \$0.25 per English word		

Colour Charge:	Less than ¼ page	¼ Page	½ Page	Full Page
	\$200	\$300	\$400	\$500

### Easy guide to classified deadlines

#### Proof Required:

Regardless of the method that the advertisement is being supplied, should a proof be required prior to publication, the advertisement must be a minimum size 5cm x single column. One proof is provided for corrections only. \$3.50 VIP per proof.

#### Completed Material:

Print ready, must be sent as PDF files, through the Fiji Times classified email address: [classifieds@fijitimes.com.fj](mailto:classifieds@fijitimes.com.fj)

#### Advertisement to be built:

Built Fiji Times ad component material ie. logos, graphics, pictures and text need to be sent via the Fiji Times Classifieds email: [classifieds@fijitimes.com.fj](mailto:classifieds@fijitimes.com.fj)

#### Deadline: (Day prior to publication)

Pub Day	Proof	Readymade	Make-up
Tuesday to Friday:	3pm	5pm	5pm
Saturday:	1pm	3pm	3pm
Sunday & Monday:	3pm Friday	5pm Friday	5pm Friday

# Mechanical Specifications

**Alterations:** Cannot be made to ready made ads unless agreed to by the client. Clients and agencies are advised to check properly before sending their ads for publishing.

## **File Specifications –**

1. Adobe PDF format ONLY.
2. All text must be embedded.
3. TT fonts can only be used if embedded.
4. All images must be greyscale for mono ads and CMYK for colour ads. (No RGB or Lab images will be accepted).
5. File should be image size with no crop marks or bleed.
6. PDF should be exact size of advertisement.
7. ICC profiles must be unselected.

## **Please note:**

Complete advertisements created using Adobe Photoshop or supplied in other graphic formats such as JPG, TIF or EPS will be accepted provided file is in high resolution with a 200dpi and all black text are 100% black only. PDFs generated from within an application (eg. Adobe Indesign, Illustrator) must comply with our specifications. Postscripting the file to Acrobat Distiller with the correct newspaper setting is the preferred method.

## **Sizing:**

Some advertising and editorial content is reduced by 2% at page output to allow for the page folio. Advertising supplied with dimensions other than specifications may be anamorphically adjusted to fit to allotted space.

## **Artwork only elements**

(i.e. logos, graphics, photos and text files) Supplied as JPG, TIF or Photoshop EPS only. Photographs at a min 180 dpi resolution.

Colour logos at 200 dpi resolution. Lineart or similar at 600 dpi resolution. Artwork text to be converted to curves. Artwork supplied at the actual image size or larger. Text to be saved as .txt and .doc file. Artwork supplied in Microsoft programs such as Word and Excel can be accepted provided a hard copy is supplied and ad is done to correct size.

## **IMAGE FILE PREPARATION:**

All images must be prepared in either greyscale or CMYK colour mode. Note: PDF files containing duotones, RGB colour, indexed colour, lab colour, 4-colour black or multichannels will not be accepted. PMS colours must be converted to the closest CMYK 4 colour process equivalent. ICC profiles must be removed. Effective image resolution must be a minimum of 180dpi.

**Separations:** The Fiji Times recommend the use of a GCR separation technique for colour printing on newsprint. It is essential the designer assess the original material and use the appropriate amount of GCR. Please set your Total Ink Limit to 220%.

**Tone Reproduction:** The press used by Fiji Times will have an Ink Gain of approximately 20-30%. Try to keep mid-tones open, this will compensate for the dot gain.

**Unsharp Mask:** Unsharp masking techniques should be increased to higher than normal levels, this will alleviate the softening effect experienced with newsprint.

### Newspaper spot colours

Spot PMS colours cannot be accommodated on the presses. PMS colours can be closely matched to the required CMYK colour. It is the responsibility of the client to stipulate the colour breakdown and supply the required material. Below are the spot colours available.



SPOT COLOUR 1  
100% Magenta



SPOT COLOUR 2  
100% Cyan



SPOT COLOUR 3  
100% Yellow



SPOT COLOUR 4  
100% Magenta  
90% Yellow



SPOT COLOUR 5  
100% Cyan  
95% Yellow



SPOT COLOUR 6  
100% Cyan  
50% Magenta

### Colour & Print Reproduction Disclaimer:

The Fiji Times does not guarantee colour matching or ink density on digital (screen) proofs or hard-copy colour proofs. Because of differences in equipment, paper, inks, and other conditions between colour proofing and production pressroom operations, a reasonable variation in colour between colour proofs and the completed job is to be expected. When variation of this kind occurs, it will be considered acceptable performance. You must provide high-resolution images suited to the web printing process. The Fiji Times is not liable for images printing pixelated when this is caused by customers providing low-resolution images. The Fiji Times is not responsible for any colour shift that occurs in conversions from RGB to CMYK colour modes.

### Pre-Press tips when colour is used in typefaces

We recommend that the maximum colours used to create type is 3. Minimum type size should be 12pt, smaller typefaces can create registration problems and type could become illegible when printing. When reversing type out of 4-colour process, minimum type size should also be 12pt. Fine serif typefaces should be avoided where possible when reversing out of 4-colour process.

### A quick guide:

1. Minimum size of type for single solid colour (100%),..... 8pt
2. Minimum size of type for coloured type on white background, using two or three colours,..... 12pt
3. Minimum size of type for type with fine serifs, type that has been screened to make a required colour,..... 14pt
4. Minimum size of type for reversed type, out of a four-colour image,..... 14pt

**The Fiji Times does not hold responsibility for the printed reproduction of typefaces that do not follow the above guide.**



#### **HEAD OFFICE**

177 Victoria Parade, Suva  
GPO Box 1167, Suva  
Tel: 330 4111  
Fax: 330 1521 (Newsroom)  
330 2011 (Administration)  
330 2633 (Advertising)

#### **LAUTOKA OFFICE**

Tukani Street,  
PO Box 322  
Tel: 666 0422  
Fax: 666 9500

#### **LABASA OFFICE**

Shop 7 & 8 Gurbachan Singh Mall,  
Main Street  
Tel: 881 1644  
881 2726 (Newsroom)  
Fax: 881 2649

#### **EMAIL US**

Newsroom:	<a href="mailto:timesnews@fjitime.com.fj">timesnews@fjitime.com.fj</a>
Advertising:	<a href="mailto:timesadvert@fjitime.com.fj">timesadvert@fjitime.com.fj</a>
Sports:	<a href="mailto:sports@fjitime.com.fj">sports@fjitime.com.fj</a>
Sunday Times:	<a href="mailto:sundaytimes@fjitime.com.fj">sundaytimes@fjitime.com.fj</a>
Library:	<a href="mailto:library@fjitime.com.fj">library@fjitime.com.fj</a>
Complaints:	<a href="mailto:complaints@fjitime.com.fj">complaints@fjitime.com.fj</a>
Enquiries:	<a href="mailto:generalenquires@fjitime.com.fj">generalenquires@fjitime.com.fj</a>

[www.fjitime.com](http://www.fjitime.com)