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 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**

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

Fiji Times online currently enjoys an average of close to 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:

- FJS$100 for an annual subscription
- FJS$40 for a 3 months subscription
- FJS$15 for a month subscription

To become a subscriber, just follow the instructions or call 679 3304111/7754078.
The Duke of Sussex Prince Harry accepts a tabua during the traditional ceremony at Albert Park in Suva yesterday. He surprised the crowd when he stood "towards the end of Bula".

Thousands braved the cold and rain for the traditional ceremony by the Duke and Duchess of Sussex. Prince Harry and Meghan, who emigrated next few days in celebrating the length of their marriage, were accorded a traditional welcome at Albert Park to welcome the Duke and Duchess of Sussex.

Continued on PAGE 3

Editorial comment: PAGE 8

For more information contact our Advertising Features Editor Talei Soko at MHCC

Our shopper has four children — all of whom are vegetarians especially on baby diapers. "When I shop, I'm always comparing prices and I've noticed they have a lot of fantastic deals," said Ms Soko. "When I shop, I'm always comparing prices and I've noticed they have a lot of fantastic deals," said Ms Soko. She said her supermarket choice is MHCC Supermarket because

Our shopper has four children — all of whom are vegetarians especially on baby diapers. "When I shop, I'm always comparing prices and I've noticed they have a lot of fantastic deals," said Ms Soko. "When I shop, I'm always comparing prices and I've noticed they have a lot of fantastic deals," said Ms Soko. She said her supermarket choice is MHCC Supermarket because...
GOAL Page

Hosts dominate

ADAM TURNS TO NEW SPORT

Motoring & Accessories

$3.9m to fix high priority roads

Get the right deal for a car

Social Times

Exclusive zone

FROM A YOUNG AGE REPAIR WORKS

Soul living

Love is in the air

Bollybaat

NUSHRAT: COMEDY IS EASIER DIFFICULT TO DO

WELCOME TO THIS ISSUE OF THE FIIJI TIMES
Display Advertising Sizes

- **FULL PAGE**
  - 6x40
  - 26cm x 40cm

- **JUNIOR PAGE**
  - 4x30
  - 17cm x 30cm

- **1/2 PAGE VERTICAL**
  - 3x40
  - 13cm x 40cm

- **1/2 PAGE HORIZONTAL**
  - 6x20
  - 26cm x 20cm

- **1/4 PAGE VERTICAL**
  - 3x20
  - 13cm x 20cm

- **1/4 PAGE STRIP**
  - 6x10
  - 26cm x 10cm

- **POSTER STRIP AD SIZE**
  - 6x8
  - 26cm x 8cm

- **MINI STRIP**
  - 6x5
  - 26cm x 5cm

- **POSTCARD SIZE**
  - 3x10
  - 13cm x 10cm
## Display Rates

*(All rates quoted are VEP)*

### THE FIJI TIMES

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

### 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 4 pages. 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.*

<table>
<thead>
<tr>
<th>KAILA!</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$500</td>
</tr>
<tr>
<td>Half Page</td>
<td>$300</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$150</td>
</tr>
<tr>
<td>Bottom Strip</td>
<td>$150</td>
</tr>
</tbody>
</table>
Classified Rates

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

Add Colour to above advert
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

<table>
<thead>
<tr>
<th>Space Ads</th>
<th>$6.70 per col cm</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liners</td>
<td>$0.50c per word (maximum of 15 words $7.50)</td>
<td>$8.47 per col cm</td>
</tr>
<tr>
<td>Photo</td>
<td>$25.00</td>
<td></td>
</tr>
<tr>
<td>Translation</td>
<td>$0.25 per English word</td>
<td></td>
</tr>
</tbody>
</table>

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

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

Deadline: (Day prior to publication)

<table>
<thead>
<tr>
<th>Pub Day</th>
<th>Proof</th>
<th>Readymade</th>
<th>Make-up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday to Friday</td>
<td>3pm</td>
<td>5pm</td>
<td>5pm</td>
</tr>
<tr>
<td>Saturday</td>
<td>1pm</td>
<td>3pm</td>
<td>3pm</td>
</tr>
<tr>
<td>Sunday &amp; Monday</td>
<td>3pm Friday</td>
<td>5pm Friday</td>
<td>5pm Friday</td>
</tr>
</tbody>
</table>
**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.

<table>
<thead>
<tr>
<th>SPOT COLOUR 1</th>
<th>SPOT COLOUR 2</th>
<th>SPOT COLOUR 3</th>
<th>SPOT COLOUR 4</th>
<th>SPOT COLOUR 5</th>
<th>SPOT COLOUR 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% Magenta</td>
<td>100% Cyan</td>
<td>100% Yellow</td>
<td>100% Magenta</td>
<td>100% Cyan</td>
<td>100% Cyan</td>
</tr>
<tr>
<td></td>
<td></td>
<td>90% Yellow</td>
<td>90% Yellow</td>
<td>95% Yellow</td>
<td>50% Magenta</td>
</tr>
</tbody>
</table>

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.