



NEWS
IKHWEZI
UMTHOMBO WOLWAZI

PROFILE & RATES

MTHATHA BASED

IKHWEZI PUBLISHERS AND PHOTOGRAPHY (PTY) LTD

Ikhwezi laseMthatha was established in March 2007. The newspaper is 100 % isiXhosa. The main objective is to promote and preserve the use of indigenous language in the media space. The newspaper is based in Mthatha covering the OR Tambo region. We cover towns like Mthatha, Tsolo, Qumbu, Libode, Port St. Johns and Lusikisiki. The newspaper is published twice monthly. The LSM is 3-9.

Prepared For :

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Member of



www.ikhwezineews.co.za

ABOUT OUR NEWSPAPER

ABOUT US

Established in March 2007, Ikhwezi laseMthatha is a dynamic isiXhosa newspaper promoting indigenous languages. Based in Mthatha, it covers the diverse OR Tambo region, reaching LSM 3-9 readers. Published bi-monthly, it offers diverse perspectives and vital insights. Understanding the socio-economic profiles of its audience, it tailors content and advertising, contributing to inclusive representation in media.

OUR VISION

Our vision at Ikhwezi laseMthatha is to be the beacon of credible isiXhosa journalism, keeping communities informed and empowered. We strive to provide vital content in our indigenous language while serving as a powerful vehicle for advertisers to connect with their target audience effectively

OUR MISSION

- - Provide Fair and Credible News: We are committed to delivering unbiased and accurate reporting, driving the mission of independent voices for the people, ensuring transparency and integrity in our journalism.
- - Serve as an Information Center: Our mission is to bridge the information gap in underserved villages by providing access to vital news and resources, empowering communities with knowledge and awareness.
- - Sustain and Digitize: We aim to sustain our newspaper while embracing digital transformation, making our content accessible to a wider audience digitally. Our mission is to evolve with technology, ensuring seamless access to information for all.



**PRINT &
ONLINE**

348,854

POPULATION
KING SABATA
DALINDYEBO
LOCAL
MUNICIPALITY

10 000

PRINT
NEWSPAPERS
MONTHLY

+1500

ONLINE PAGEVIEWS

+3500

SOCIAL MEDIA REACH

ADVERTISING RATES - PRINT



COLOUR R70.00

BLACK & WHITE –R50.00

**Print Order
10 000 MONTHLY**

FULL PAGE	40X8CM	R22 400.00
¾ PAGE STRIP	30X6CM	R12 600.00
HALF PAGE	20X8CM	R11 200.00
¼ PAGE STRIP	10X8CM	R5 600.00
1 COLUMN	40X2CM	R5 600.00
2 COLUMNS	40X4CM	R11 200.00
4 page wrap around (printing and distribution) Loose inserts : 1-8 pager/ 1000 Loose inserts 1-2 pager/1000 Loose inserts 1-16 pager 1000		R3 0000.00 R600.00 R800.00 R1 000.00

DID YOU KNOW?

**ADVERTISING IN
COMMUNITY
NEWSPAPERS
WORKS.**

Advertising in printed community newspapers yields significant influence by targeting local audiences effectively. These papers, deeply embedded in their communities, serve as trusted sources. Offering hyper-local targeting, they reach specific demographics, fostering stronger business-consumer connections. Supporting local journalism, ads contribute to community vitality and the economy. Leveraging the reach and credibility of these newspapers, advertisers can promote products/services while bolstering community vibrancy.

ADVERTISING RATES - DIGITAL



Website Advertising - Tenancy Model
Social Media - Facebook Page Posts

Digital Products
www.ikhwezineews.co.za

Leaderboard (Top of all pages)	728x90PX	R890 per month <i>(Max Clients 3 Per Slot) Rotational)</i>
MPU	300X250PX	R690 per month <i>(Max Clients 3 Per Slot) Rotational)</i>
HALF PAGE	300X600	R990 per month <i>(Max Clients 3 Per Slot) Rotational)</i>
Banner (Above or Below Articles)	468x60	R520 per month <i>(Max Clients 3 Per Slot) Rotational)</i>
Wall Paper Campaign - One Week	Homepage Background	R1300 (Display for one week)
Site Take Over Campaign	Run-off Site One Week	R3500
Facebook	One Post Post with link Boosting Post	R550 R600 R1 800

All campaigns display on Laptop, Desktop and Mobile Devices
Rotating Adverts mean that more than one clients can occupy a slot

DID YOU KNOW?

- All campaigns are recorded and Analytics provided after campaign period
- In-house Design services available at R150 Per Online Ad Design
- Website Traffic also provided
- Artwork can also be supplied

WWW.IKHWEZINEWS.CO.ZA



THANK YOU FOR ADVERTISING LOCALLY

"A man who stops advertising to save money is like stopping a clock to save time."

CONTACT US :



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Web Address

www.ikhwezineews.co.za

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