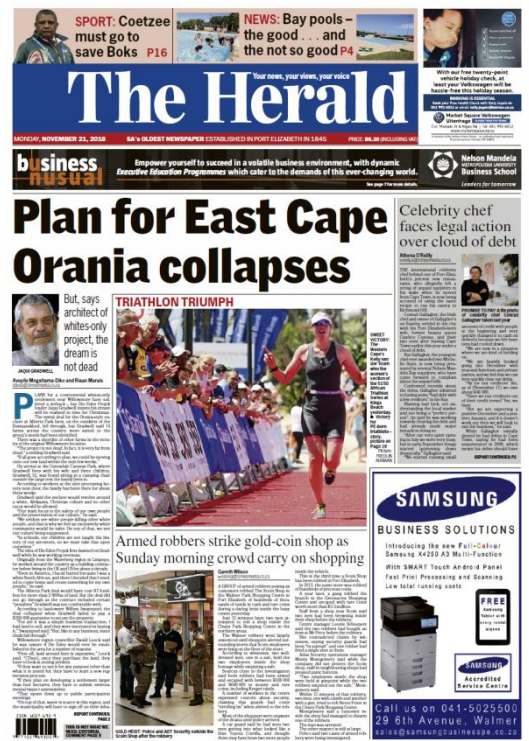


The Herald



Product Overview

The Herald is the leading daily newspaper in Nelson Mandela Bay which is not just the newspaper of record for the Eastern Cape's most populous city, but also a feisty champion of freedom of expression which has gained a reputation for award winning journalism, having won the 2011 Vodacom Journalist of the Year for best columnist and online journalism, the 2011 Discovery Health Journalism Award for investigative health journalism and the 2011 Mondi Award for news photography. The newspaper captured national attention for actively campaigning through the Public Access to Information Act to have The Kabuso Report into dodgy local government tenders made available for public scrutiny. The newspaper won the case and is challenging government's appeal of the ruling at the Supreme Court of Appeal.

- **Readership:** Total – 205,000 EC-192,000
- **Circulation:** 20,387
- **Online Traffic:** 415,187 unique browsers and 1,599,275 page impressions
<http://www.heraldlive.co.za/>
- **Advertising Rates:** R50,232.00 (39 x 8 FC) – CPT of R245.03
- **Demographics:**
 - **Average HH income – R16,330** (vs. R12,267 national average)
 - **Average Age – 40**
 - **Three in four readers are in LSM 7-10**
 - **Three in four have matric or tertiary qualification**

• **Psychographics:** The Herald empowers its readers with knowledge which gives them a sense of belonging and acceptance. This title is a source of advancement in the workplace, by assisting them in finding better jobs, making better decisions around their careers resulting in their success and achievement. This ultimately boosts their self esteem and confidence, which makes them feel more secure and self-assured.

SOURCE: AMPS 2015AB; TGISA; ABC Jul-Sep 2016, Effective Measure Stats October 2016

For rates go to www.TMAdroom.co.za