

# WeekendPost



## PE army colonel 'dodging' the cops

Base commander accused of bullying soldiers not to give police statements

**By Graham Wilson**  
**T**he 15th National Army Base commander in Port Elizabeth has been accused of bullying his soldiers not to give police statements in a case involving a soldier's death. The soldier, 25-year-old Sipho Mkhize, was found dead in a room at the base on Monday night. The base commander, Colonel Mkhize, is accused of ordering his soldiers to prevent Mkhize from speaking to the police. The soldiers are accused of covering up the truth about what happened to Mkhize. The base commander is accused of bullying his soldiers and preventing them from speaking to the police. The soldiers are accused of covering up the truth about what happened to Mkhize. The base commander is accused of bullying his soldiers and preventing them from speaking to the police. The soldiers are accused of covering up the truth about what happened to Mkhize.



## BRIGHTER FUTURE

Dora Nginza's Pepeta to head NMMU medical school

**By DEBORAH PORTER**  
**D**ora Nginza's Pepeta is set to head the newly established NMMU medical school. Nginza is a prominent figure in the Eastern Cape and has a long history of community service. She is expected to bring her extensive experience and leadership skills to the new medical school. The school is set to be one of the best in the region and will provide high-quality medical education to students. Nginza's appointment is seen as a significant milestone for the Eastern Cape and the NMMU.

## Product Overview

The Weekend Post is an award winning Saturday newspaper that features exclusive investigations and topical Eastern Cape news of interest. Readers are predominantly in the upper income group and include local decision makers and community leaders. The newspaper's My Weekend tabloid supplement is a relaxing weekend leisure read featuring local and international travel destinations, lifestyle trends, a comprehensive TV guide, an arts and entertainment guide with profiles of local artists as well as the latest film and theatre reviews. The Weekend Post also has a regular local property supplement Weekend Property which features the region's most desirable addresses and the latest property news and home improvement trends.

- **Readership:** 147,000 – Total, 123,000 – Eastern Cape
- **Circulation:** 17,809
- **Advertising Rates:** R47,112.00 (39 x 8 FC) – CPT of R 320.49
- **Demographics:**
  - **Average HH income – R16,132** (vs. R12,267 national average)
  - **Average Age – 43**
  - **Three in four readers are in LSM 7-10**
  - **Seven in ten have matric or higher education**

**Psychographics:** Weekend Post empowers its readers with knowledge which gives them a sense of belonging and acceptance. They read this title to help them manage their time more effectively over the weekend – especially by consulting the entertainment supplement to see what there is to do. The title keeps them informed about local and international events, which equips them to deal with the week ahead. The weekend read helps them to relax and feel less stressed which in turn helps them to recharge their batteries before Monday – resulting in a sense of well being and providing them with peace of mind. Family, parenting and being the provider is very important to these readers.

SOURCE: AMPS 2015AB, ABC Jul-Sep 2016

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