


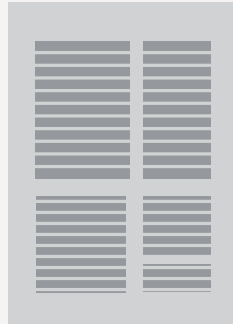
# LOCAL NEWSPAPER READER COMMUNITY



**6.3**  
MILLION

OUR NATIONAL FOOTPRINT WITH LOCAL PRESS IS **6.3 MILLION**. THAT'S ROUGHLY 1 IN 8 SOUTH AFRICANS.

**In a fragmented world,**  
local papers capture focused attention for longer periods than TV or radio.



**3 536 000**



READ ADVERTISING BROCHURES/LEAFLETS IN THEIR LOCAL PAPER.

That's enough people to fill Soccer City 37 times.

**85%**

of our readers are actively working with inserts.

**98%**

will continue reading the local paper in future.

**79%**

say: "it's important to support local shops in my community."

**874,000**



LOCAL PRESS READERS HAVE THE INTENTION OF FURTHERING **THEIR STUDIES.**

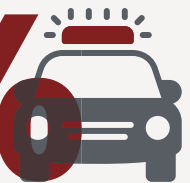
That's enough to keep Wits busy for over 26 years.

**51%**

LOCAL PRESS READERS PREFER A **"BUY ONE GET ONE FREE"** PROMOTION.

Why wouldn't they?

**85%**



OF THE LOCAL PRESS COMMUNITY ARE **MOST INTERESTED IN : COMMUNITY NEWS, CRIME IN THE COMMUNITY OR LOCAL MUNICIPALITY NEWS.**

DESPITE SOCIAL MEDIA, LOCAL PAPERS ARE INCREASINGLY READ BY YOUNGER PEEPS BETWEEN **15 AND 19YRS.**

Source: Compass24

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REACH. BEYOND NUMBERS.