

# Saturday Dispatch



NO PAPER TRAIL: Nomonde Uiso, the chairwoman of one of the projects which were started to manufacture sanitary towels in Kekihambook

FRANCIS SEBASTIAN NGUMU



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## Product Overview

Saturday Dispatch carries a fine blend of news and features with a strong focus on lifestyle and leisure content. Readers choose this title to catch up on the week's news, when they have more time to focus in-depth on stories. While the local coverage draws them in, they also like keeping abreast of national and international events. The entertainment section is key component of their Saturday read. Readers are loyal and trust the paper.

- **Readership:** 85,000
- **Circulation:** 17,648
- **Online Traffic:** 248,281 unique browsers and 914,454 page impressions  
<http://www.dispatchlive.co.za/>

• **Advertising Rates:** R39,585.00 (39 x 7 FP FC) – CPT of R465.71

### • Demographics:

- **Average HH income – R22,683** (vs. R6,967 EC average and R12,267 national average)
- **Average Age – 36**
- **Three in four readers are in LSM 7-10**
- **Four in five have matric and higher education**

• **Psychographics:** Saturday Dispatch readers read this title mostly to be informed, and to be able to communicate and interact with their community. Local knowledge is important to allow a sense of well being and belonging. Family and parenting is very important to these readers, as well as the region's environment and the lifestyle it supports.

Source: AMPS 2015AB, ABC Jul-Sep 2016, Effective Measure Stats October 2016

For rates go to [www.TMAdroom.co.za](http://www.TMAdroom.co.za)