

# The Herald

CPT R482.63  
Advertising  
rates



46% Male  
54% Female



58% SEM H  
33% SEM M



56% 15-34 y.o.  
44% 35+ y.o.



62% employed



Circulation  
10,380



Readership  
638,000



Users  
551,621



Total Likes  
299,024



Follower Count  
65,4K

## The Herald is the leading daily newspaper in Nelson Mandela Bay

It is not just the newspaper of record for the Eastern Cape's most populous city, but also produced up-to-the-minute reporting of the fires ravaging the Eastern Cape earning them the Vodacom Journalist award 2017 Print News regional category as well as the Print Feature, Photography and Young Journalist regional award. Our journalists Yolande Stander, Lee-Anne Butler, Angela Daniels, Gareth Wilson and Hendrick Mphande – (Knysna Burns) won the Hard News category at the Standard Bank Sikuville Journalism Awards 2018.

The Herald attracts readers in all age and population groups. They love to read about SA / community / local news and Jobs /careers which plays an important role as they actively looking for opportunities. High frequency readers with 61% reading 5 out of 5 issues and 86% spending more than half an hour reading their copy.

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## PRINT READ-O-GRAPHICS

- 67% print readers pick their copy up 2 or more times before they have finished reading it
- 88% spend half an hour or more reading a copy
- 61% of print readers read every issue over a 5-day period

Average monthly household  
income: R21,904



A leading daily  
newspaper in  
Nelson Mandela  
Bay

## DEMOGRAPHICS



46% Male  
54% Female



58% SEM H  
33% SEM M



76% Black  
24% Coloured /  
Indian / White



56% 15-34 y.o.  
44% 35+ y.o.  
Average age: 33



35% Matric  
45% Post Matric



51% Married/With  
Partner  
48% Single/Divorced



62% employed