

Daily Dispatch

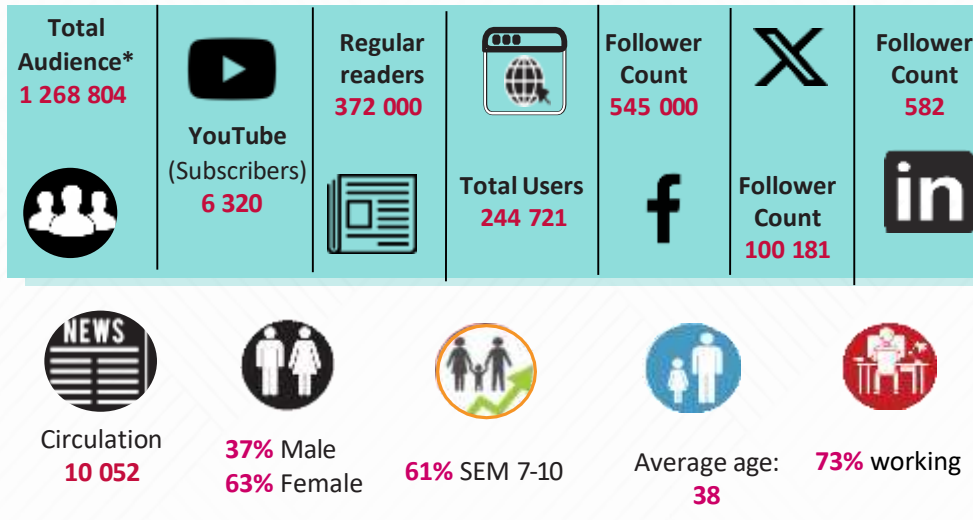
Eastern Cape's biggest selling daily newspaper. The Daily Dispatch primarily covers the Eastern Cape, including cities like East London, Mthatha, and Gqeberha.

- Cost per thousand: R89
- Cost per ccm FC: R184
- 30 X 6 FC Cost: R33 120

Cover price: R8.70



ARENA
HOLDINGS



OTHER DEMOGRAPHICS

- 76% Post Matric
- 79% EC and Gauteng.
- 85% Black
- 15% White, Coloured, Indian
- Average HH income R36 315
- Average personal income R25 776

Daily Dispatch remains the Eastern Cape's biggest selling daily newspaper covering the eastern sector of the Eastern Cape – a vast geographical area which stretches from the Kowie River in Port Alfred through to Aliwal North on the Orange River and all the way down to the KwaZulu-Natal border. The audience is young, black, ambitious and of the up-and-coming generation, while established readers are older, white and wealthier.

At the regional Vodacom Journalist of the Year Awards held in Gqeberha in October 2024, Daily Dispatch journalists secured six out of twelve categories. Notably, Bomikazi Mdiya won the Opinion category for her piece detailing a life-threatening news assignment, while Ziyanda Zweni, Asanda Nini, Mandilakhe Kwababana, and Sino Majangaza won the Financial and Economics category for their coverage on Eastern Cape health issues. The editor of Daily Dispatch is Cheri-Ann Heidi James.