

The Herald

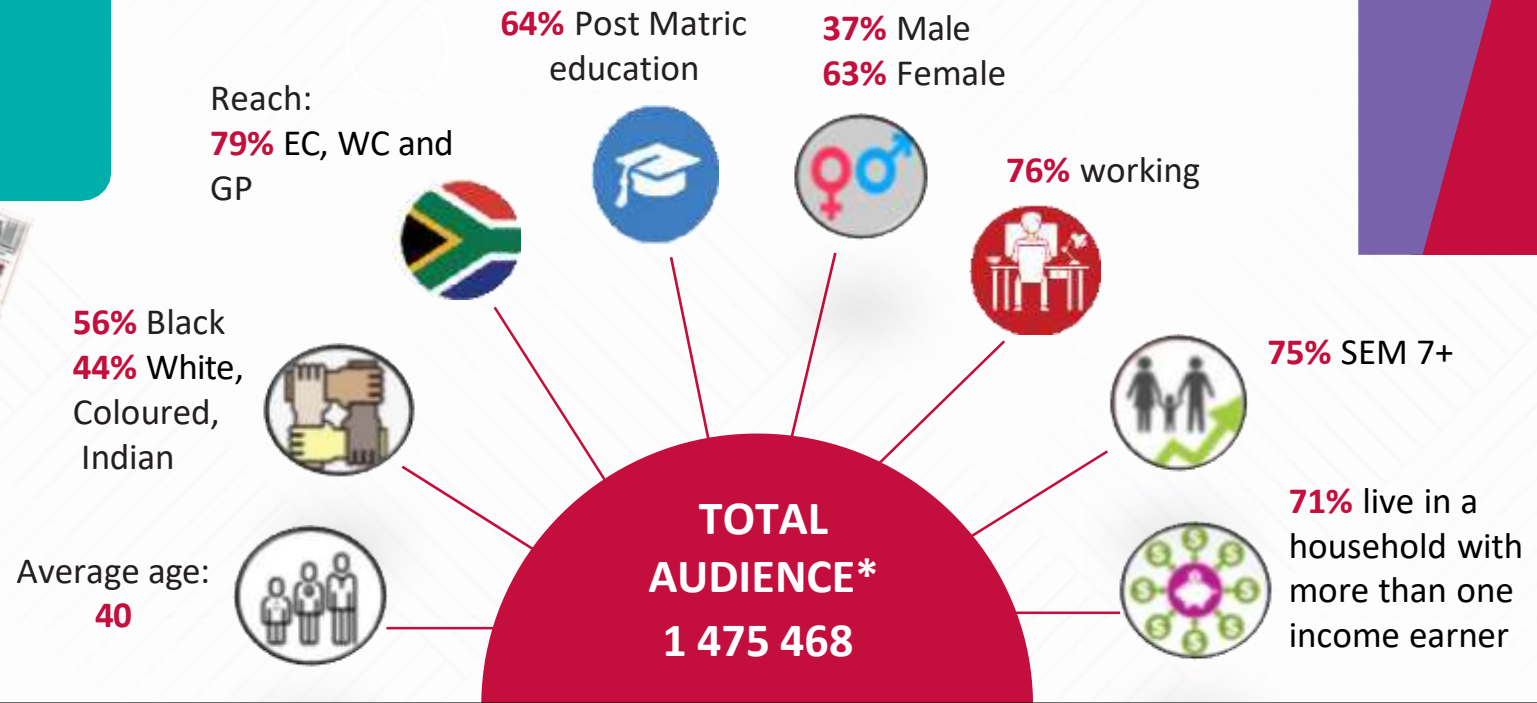
The Herald is the leading daily newspaper in Nelson Mandela Bay. It is not just the newspaper of record for the Eastern Cape's most populous city, but also produces up to the minute reporting.



Circulation 9 952 	 YouTube (Subscribers) 6 370	Regular readers 503 000 	 Total Users 458 367	Follower Count 438 000 	Follower Count 302 	 Follower Count 69 429
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CPT: R75

30 X 6 FC cost: R37 800



PSYCHOGRAPHICS

The Herald audience cares about their personal wellbeing and appearance. Friends are important to them, and they enjoy music, travel, movies and cooking. They use loyalty programmes and convenience is a key motivational driver for where they shop. The audience is tech-savvy, well informed about technology and have numerous apps they access. They are above average users of app categories.

Average monthly income

Household	R36 362
Personal	R25 515



*Total audience = Readership + Web Users + Social Media followers.

Sources: BrandMapp 25, ABC Oct - Dec 2025, Google Analytics Jan 2026 theherald.co.za, Social Media Jan 2026