

The Herald

The Herald is one of South Africa's oldest newspapers, first published in 1845.



ADVERTISING RATES

- Cost per line stand: **R75**
- Cost per ccm FC: **R210**
- 30 X 6 FC Cost: **R37 800**

Cover price: R8.20

Total Audience*
1 475 648



YouTube (Subscribers)
6 370



Regular readers
503 000



Total Users
458 367

Follower Count
438 000



Follower Count
69 429



Follower Count
302



OTHER DEMOGRAPHICS

- 64% Post Matric
- Reach: 79% EC, WC and GP
- 56% Black
- 44% White, Coloured, Indian
- Average HH income R36 362
- Average personal income R25 515



Circulation
9 952



37% Male
63% Female



75% SEM 7 - 10



Average age: **40**



76% working

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. The Herald has received several journalism awards at the 2022 Vodacom Journalist of the Year Awards for the Eastern Cape region, the title secured four awards across the following categories: Politics, Sustainability, Sports and Photography.

The editor of The Herald is Rochelle De Kock.



*Total audience = Readership + Web Users + Social Media Followers

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