



PROFILE & RATES

NEWCASTLE BASED

IZWI LOMPHAKATHI NEWSPAPER (PTY) LTD

Izwi Lomphakathi Newspaper is 100 percent in IsiZulu and it was established immediately when the killer disease Covid 19 plagued the Globe. Publisher Langelihle Chagwe is an experienced Journalist with more 23 years' experience in the media fraternity. Publisher had worked for various newspapers such as The New Age, Daily Sun, Sowetan, Northern Natal Courier and other community newspapers.

Prepared by:

Langelihle Lucas Chagwe Member of

Cell: 0785388522
Chagwelucas@gmail.com



www.izwinews.co.za



ABOUT OUR NEWSPAPER

ABOUT US



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OUR VISION

Our vision is to disseminate information using indigenous language IsiZulu as Izwi Lomphakathi Newspaper is 100% in IsiZulu. To make sure that we keep the community about what is happening around them. Izwi Lomphakathi promotes that businesses and municipalities make use of this locally based medium as a vehicle to advertise municipal notices, vacancies and tenders, businesses new products to attract more clients. By using Izwi Lomphakathi Newspaper, will be assisting with the upliftment of a local business which in turn could assist job creation and looks forward to being part of growth

OUR MISSION

- Provide Fair and Credible news in their own language. We are committed to deliver well sourced and well researched news.
- Serviced community at large of all groups.
- Sustain and Digitize: We aim to sustain our newspaper while embracing digital transformation, making our content accessible in broader audiences digitally.
- Advertise this medium to grow your business.



**PRINT &
ONLINE**

508,000
NEWCASTLE IS
THE THIRD
LARGEST CITY IN
KWAZULU-NATAL

DANNHAUSER
102 161
EMADLANGENI
48 559

+1800
ONLINE PAGEVIEWS
+1500
SOCIAL MEDIA REACH

ADVERTISING RATES - PRINT



COLOUR R35.00

BLACK & WHITE –R25.00

**Print Order
5 000 MONTHLY**

Double Page Spread	(2x) 39x8 CM Column	R25 950.00
Full Page	39x8 CM Column	R18 950
3/4 Page Strip	30x6 CM Column	R15 300
Half Page	20x8 CM Column	R12 800
1/4 Page Strip	10x8 CM Column	R7 500
1 Column	39x2 CM Column	R4 670.00
2 Column	39x4 CM Column	R9 500
4 page wrap around (printing and distribution) Loose inserts : 1-8 pager/ 1000 Loose inserts 1-2 pager/1000 Loose inserts 1-16 pager 1000		R20 000.00 R1 100 R1 250 R11 400

DID YOU KNOW?

ADVERTISING IN COMMUNITY NEWSPAPERS WORKS.

Advertising in printed community newspapers yields significant influence by targeting local audiences effectively. These papers, deeply embedded in their communities, serve as trusted sources. Offering hyper-local targeting, they reach specific demographics, fostering stronger business-consumer connections. Supporting local journalism, ads contribute to community vitality and the economy. Leveraging the reach and credibility of these newspapers, advertisers can promote products/services while bolstering community vibrancy.

ADVERTISING RATES - DIGITAL



Website Advertising - Tenancy Model
Social Media - Facebook Page Posts

Digital Products
www.izwinews.co.za

Leaderboard (Top of all pages)	728x90PX	R890 per month (Max Clients 3 Per Slot) Rotational)
MPU	300X250PX	R690 per month (Max Clients 3 Per Slot) Rotational)
HALF PAGE	300X600	R990 per month (Max Clients 3 Per Slot) Rotational)
Banner (Above or Below Articles)	468x60	R520 per month (Max Clients 3 Per Slot) Rotational)
Wall Paper Campaign - One Week	Homepage Background	R1300 (Display for one week)
Site Take Over Campaign	Run-off Site One Week	R3500
Facebook	One Post Post with link Boosting Post	R550 R600 R1 800

All campaigns display on Laptop, Desktop and Mobile Devices

Rotating Adverts mean that more than one clients can occupy a slot

DID YOU KNOW?

- All campaigns are recorded and Analytics provided after campaign period
- In-house Design services available at R150 Per Online Ad Design
- Website Traffic also provided
- Artwork can also be supplied

WWW.IZWINEWS.CO.ZA



Subscribes to





THANK YOU FOR ADVERTISING LOCALLY

"A man who stops advertising to save money is like stopping a clock to save time."

CONTACT US :



Call

0785388522



Mail

Chagwelucas@gmail.com



Web Address

www.izwinews.co.za



Owner and Publisher

**Langelihle Lucas
Chagwe**

Powered & Supported by:

