THE SOUTH AFRICAN

BEYOND THE NEWS
Telling empowering stories South Africans want to hear
INTRODUCTION

If you want to talk to the new power generation of South Africans, a place called TheSouthAfrican.com is a good place to start. But we haven’t just got a powerful URL. We know our stuff.

Navigating the complex realm of digital media with a core aim to inform readers about topics beyond the breaking news; we deliver relevant and relatable content with a conversational tone.

Founded by Blue Sky Publications in 2003, TheSouthAfrican.com has evolved into a digital titan while still maintaining the ever-innovative mind-set of a gutsy start-up. Independent and impartial, we present a breath of fresh air. We pull no punches but we play fair.

As active members of the Press Council of South Africa, the SA National Editors’ Forum and the Interactive Advertising Bureau, we maintain a healthy balance between business savvy, technical know-how and captivating content.

Press Council | SANEF | IAB
1. **Gender**
   - 56% are male
   - 44% are female

2. **Age**
   - 53% are 25-44 years old

**READERSHIP & SOCIAL MEDIA**

- 61.72% in Gauteng
- 12.59% in KZN
- 19.14% in Western Cape

THE SOUTH AFRICAN
MEDIA OFFERING
TAILOR MADE COMMERCIAL ADVERTISING SOLUTIONS INCLUDE:

- User & Data Capture
- Survey & Quizzes
- Targeted Premium Takeovers
- Editorial Content
- Native Editorial
- Virtual Consumer Events
- MPU 1 - Mobile (300x250, 100x100, 326x280)
- MPU 2 - Mobile (300x250, 300x600, 336x280)
- Mobile Sticky (320x50)
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We’re Independent. No Agenda. No Bias.

CONTACT US

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