



Pride News reports on local news across Limpopo and breaking headlines in South Africa. Follow and comment on issues that matter @ PrideNewsZA

# COMPANY PROFILE BROCHURE

PRIDE NEWS  
LIMPOPO

Print and Digital  
Publication  
Newspaper

## ADDRESS

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PRIDE NEWS  
LIMPOPO

# WELCOME

Pride News is a Limpopo based print and online publication and is one of the leading Newspapers, the content and distribution of the print version is distributed every Thursday and covers five districts of the Limpopo province namely; Capricorn, Mopani, Vhembe, Sekhukhune and Waterberg.

Pride News is different from other publications in the country because of its quest to tell stories that inspire the black community. It aims to encourage black excellence and instil a sense of pride in telling stories of our communities and its people.

Through its print and online platforms, Pride News aims for integrity and pride in its story telling.

**KATEKANI MAKHUBELE**

Pride News Editor  
[katekani@pridenews.co.za](mailto:katekani@pridenews.co.za)

# THE COMPANY

Established in 2017, by youth born in Limpopo, the publication is owned by Mapungubwe Publishers (Pty) Ltd and seeks to address the lack of local owned media houses which tell stories of various communities with pride in the province.



## ABOUT US

Pride News is a South African based publication. Through its print and online platforms, Pride News aims for integrity and pride in its story telling. The newspaper has developed a rich heritage as the most entertaining, refreshing, authoritative, detailed and reader friendly newspaper in the Limpopo Province.



### Vision

To be a local leading platform of in-depth news, business, lifestyle / entertainment, opinion and analysis by decision makers and stakeholders in online and print news media.



### Our Mission

To make a positive influence in our communities through reliable and affordable content which is inspirational and promotes knowledge, political and business insight.

# OUR CORE VALUES

Like twitter we give everyone the power to create and share ideas and information instantly, without barriers.



Excellence, Ethical, Fairness, Integrity and Equity.



We have sustainable and profitable operations driven by our ability to execute swift decisions



Our people are dedicated, innovative and hardworking.

We are committed to teamwork.



For black and youth owned businesses, Pride News seeks to use its platform to educate and inform the black community about the strength of their buying power and foster an environment where black advertisers speak directly to their target market.

## OUR GROUP

Quality means doing it right  
when no one is looking.

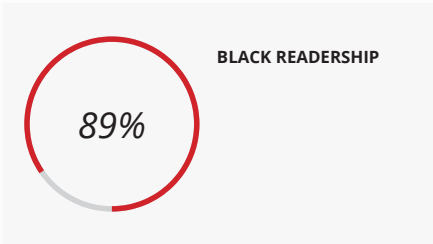
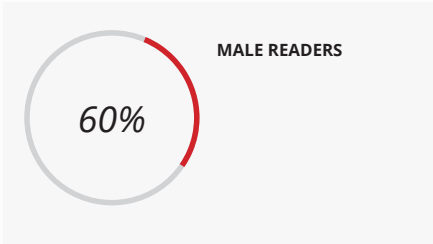
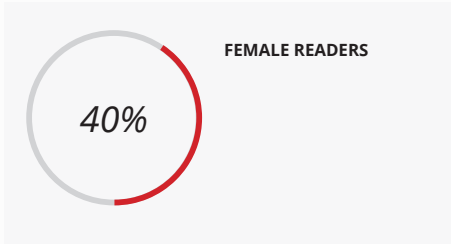
- Henry Ford

**We do that.**

**PRIDE NEWS<sup>®</sup>**  
41 Hans Van Rensburg Street  
Office 1f Rampie Smit Building  
Polokwane, 0700

# WHO OUR READERS ARE

## ONLINE REACH



**95.3 %**

Our readers include a strong market of business owners and aspirational entrepreneurs, an equal mix of upwardly mobile 16-34 years age group plus 35-49 years, and 50+ readers.

Unique users	5893
Newsletter	5498
Page impressions	159 117
Active social media	76%



PRIDE NEWS BUSINESS ADVERTISING RATES	1 ED	3 ED	5 ED
FRONTPAGE RECTANGLE	R4000.00	R3600.00	R3200.00
FULL PAGE (270MM X 365MM)	R10500.00	R9450.00	R8400.00
HALF PAGE (270MM X 185MM)	R6500.00	R5850.00	R5200.00
LONG VERTICAL (105MM X 365MM)	R3500.00	R3150.00	R2800.00
LONG LANDSCAPE (270MM X 100MM)	R3500.00	R3150.00	R2800.00
SQUARE (105MM X 100MM)	R1200.00	R1080.00	R960.00
RECTANGLE (160MM X 100MM)	R1500.00	R1350.00	R1200.00
EDITORIAL	R5500.00	R4950.00	R4400.00
CLASSIFIED (50MM X 45MM)	R300.00	R270.00	R240.00
INSETS PLACEMENT AVAILABLE			





#### CONTACT US

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## Summary

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## ADDRES TO

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To Advertise

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