

Khanyisa Weekly Newspaper

PROFILE 2016-17



A Provincial Media Economist (Pty) Ltd Publication; Head Office: 102 Mutual Place, Joubert / Kerk, Ermelo, 2351

Satellite Offices: Standerton, Secunda, Balfour, Caroline, Piet Retief, Volkrust

Tel: 081 575 8393; Cell: 083 512 7096 / 073 769 8784; Fax: 086 505 0060; Email: admin@khanyisamedia.co.za; Site: www.khanyisamedia.co.za

Introduction

KHANYISA is Mpumalanga's **FREE** weekly Newspaper published by PROVINCIAL MEDIA ECONOMIST (PTY) LTD. The Newspaper was founded on the 14th of September 2007 in the talent infested town of Standerton and is now based in Ermelo with a distribution of 10,000 copies across **Gert Sibande District: Standerton (Lekwa LM), Secunda (Govan Mbeki LM), Balfour (Dipaliseng LM), Caroline (Albert Luthuli LM), Volkrust (Pixley Ka Seme LM) and Piet Retief (Mkhondo LM).**

Khanyisa publishes 50% English and 50% local languages (Zulu and Swati). We also do translation services. All advertising is finalised from the central office.

Our aim is to educate, empower, inform and mentor its readers. Some of our original stories have had international exposure like the **HIV positive man who developed breasts**. We also aim to bring Gert Sibande into the lime light of Mpumalanga as people from outside Mpumalanga, when they speak of Mpumalanga, they speak of Emalahleni, Midleburg and Nelspruit!

LSM - LSM 3 to 6 with an overlap into LSM 7

Our estimated readership is over 60,000 every week.

Target Audience

The publication targets all communities within the rural District of Gert Sibande which is why we have satellite points in every capital of each local municipality which enables us to distribute deep into the remote areas. Our primary target is the black urbanized and rural population which forms 90% of the district's population.

Frequency, Print run and Deadlines

The publication comes out every Friday morning with a print run of 10,000 copies.

Deadline for Stories is Tuesday close of business

Deadline for Advertising is Wednesday close of business

Local Municipalities

Albert Luthuli Local Municipality

Dipaliseng Local Municipality

Govan Mbeki Local Municipality

Lekwa Local Municipality

Mkhondo Local Municipality

Msukaligwa Local Municipality (Head Office)

Pixley ka Seme Local Municipality

DISTRIBUTION POINTS

Our loyal readers pick up Khanyisa weekly at the following points across the District:
Shoprite, Checkers, Spar, Engen, Pick 'n Pay, Sasol, Total, Shell, Caltex, BP, Alton Petrol, Midway, Sizabantu, Taxi Rank Offices, U\$ave, Selected Cafes or Superettes and Spaza shops. Government offices Local, District, Province. GS Colleges. New areas are being identified and supplied.

KHANYISA WEEKLY

GERT SIBANDE DISTRICT

MPUMALANGA'S MEDIA PARTNER

INFORMING | COACHING | MENTORING | EDUCATING | EMPOWERING | and DEVELOPING YOU

SINETHULELA IZINDABA ZASE: Msukaligwa . Lekwa . Pixley KaSeme . Dipaliseng . Govan Mbeki . Albert Luthuli . Mkhondo

COMPANY, TECHNICAL DATA & 2016 - 17

Company Name: Provincial Media Economist Pty Ltd
Reg. Number: 2013/117260/07
Income Tax No.: 936 839 3170
VAT No.: Not yet available
Trading Name: Khanyisa Weekly Newspaper
Telephone: 081 575 8393
Mobile: 083 512 7096
Fax: 086 505 9635
Email: admin@khanyisamedia.co.za
Website: www.khanyisamedia.co.za

MANAGEMENT:

Publisher / C.E.O. : Austin Menzi Moyo Snr.
Managing Editor : Nonceba Xezu
Marketing Mgr. : Ashleigh Shongwe
English Editor : Goodwill Thomo
IsiZulu Editor : Phumelele Nxumalo

Number of Employees

Head Office (Ermelo) : 6
Ermelo Satellite : 1
Standerton Satellite : 1
Secunda Satellite : 1
Balfour Satellite : 1
Caroline Satellite : 1
Volksrust Satellite : 1
Piet Retief Satellite : 1
TOTAL : 13

Contact Person : Austin Menzi Moyo Snr.
Function : Publisher
Telephone : 083 512 7096
Email : austin@khanyisamedia.co.za

Type of Company : Media and Related Services

Other Services:

Being a Publishing Company, Provincial Media Economist (Pty) Ltd also sells other related services to the community, business, Province and local municipalities. These are:

- Graphic Design or desktop publishing (DTP) services
- Business Cards & Letterheads,
- Newsletters, newspapers and magazines,
- Logo designs,
- Websites and e-zine designs,
- Multimedia presentations,
- Video filming and photography,
- Brochures, catalogues, company profiles,
- Burners and corporate promotions like calendars and diaries.

Technical Details:

Page Layout - Page size: 278mm x 412 mm

Page layout - Print area: 385mm x 262mm

Top & Bottom margin: 10mm

Left & Right margin: 7.5mm

Half Page: Landscape - 262 x 192 mm;
Portrait - 192 x 262 mm

Quarter Page: Landscape - 262 x 96 mm;
Portrait - 192 x 131 mm

Centrespread: 540mm x 390mm

Materials:

All materials should be supplied in High Resolution PDF or JPEG

2016 - 17 ADVERTISING RATES - attached

We carry Two Rate Cards, Corporate Rate Card and a small business Empowerment Retail Rate Card:

OUR MISSION

- To empower the baseline (Gert Sibande community) through news that is both simplified and usable.
- To help alleviate unemployment by engaging unemployed youth in the distribution of the newspaper in the areas across the District where they reside.
- To train youth to write, take photos and market for the publication.
- To encourage and assist our readers to start and manage their own businesses in an effort to alleviate unemployment in the districts and municipalities.

OUR VISION

- To empower the Community that we serve with news that is Educative, Development orientated, simplified and usable.
- To help alleviate unemployment by engaging unemployed youth in the distribution of the newspaper in the towns where they reside and also to be trained to write, take photos and market for the publication.
- To encourage and assist our readers to start and manage their own businesses in an effort to alleviate unemployment in the local municipalities.

How To Reach Us:

Head Office:

Tel: 081 575 8393 (also SMS; MMS; WhatsApp)

Mobile: 083 512 7096

Fax: 086 505 0060

Email: admin@khanyisamedia.co.za

Site: www.khanyisamedia.co.za

Facebook: Khanyisa Newspaper

Twitter: @khanyisamedia

www.issuu.com: khanyisa newspaper (full copies)

Khanyisa Newspaper added 4 new photos.
03 Feb at 09:02 · 🌐

69 Year Old Lady Raped By A Young Men Who Forgot His Weapon Afterwards

An unsuspecting old woman who lives alone in Mabuza Settlement just outside Ermelo had her house broken into by a knife wielding young man on Sunday night who demanded that she must be quiet, the he raped her and upon departure forgot his knife.

Gogo Dlodlu, 69, is one of o... [Continue Reading](#)

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