



African Independent is a designer news product specifically addressing readers' needs and fitting into their lifestyle. It offers a multimedia news offering to readers. It gives them the best of both worlds, with 24/7 immediacy on a digital platform as well as insightful, thought-provoking content to reflect UPon with the weekly Friday newspaper.

**TARGET MARKET:** LSM 10+

AFRICAN INDEPENDENT - MAIN BODY (per single column centimetre)							
BLACK & WHITE	INC. 14% VAT	1 SPOT COLOUR	INC. 14% VAT	2 SPOT COLOUR	INC. 14% VAT	FULL COLOUR	INC. 14% VAT
R331.80	R378.25	R331.80	R378.25	R331.80	R378.25	R331.80	R378.25

## THE READER:



If your brand, product or service is targeted at a defined audience, specifically the affluent black-market, LSM 10 UPward, in their mid-thirties, with a tertiary qualification, digitally connected, on the move, style-and status conscious, and interested in Africa, this is what they will be reading.

African Independent is of interest to male and female decision-makers in Africa, and provides the African consumer with balanced, fair and trusted content—keeping its readers informed and UPdated with trending news topics that impact their lives positively.

- Business professionals
- Industry leaders
- Influencers
- Tech savvy
- Decision makers
- Opinion formers
- Trend adopters
- Large disposable income