



Commerce House
12408 Phela Street
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Industrial Park
Soweto

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www.buasowetonews.co.za

(Pty) Ltd 2011/129770/07 B-BBEE Certificate: EME L3 / BUA / 19042012
Tax No: 9625401162

PROFILE

“Encouraging Community Self Reliance”

**Bua Soweto News published by BuaSello Soweto News (Pty) Ltd
published all 9 Province**

BuaSello Soweto News (Pty) Ltd

Commerce House
12408 Phela Street
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Profile

Introduction

Bua Soweto News Bua National News is registered as BuaSello Soweto News (Pty) Ltd, published All 9 Province we deliver all taxi Rank in 9 Province is a free, monthly publication that is 100% black owned by Director Mr Sello Makgobatlou .and was established in 2007. The publication, a knock and drop tabloid aims at being both the voice and a platform that will reflect the hopes and aspirations, hardships, experiences and their achievements. Its focus will mainly be to create awareness, develop, educate and entertain the public on various community focused projects, especially on government service delivery programmes within the Greater Soweto Area. Members of the grassroots newspapers, the African chamber of media (ACM), Press Ombudsman, as well as representation on Print Media SA (PMSA), the Audited Bureau of Circulations (ABC), Fp&M Seta and Newspaper Association of SA (NASA) structures. We are members of Proudly South African.

Background

The name Bua means Talk. This encourages about 4,8 million residents of this exciting, world renown black settlement where people are almost on the at all times in search of a better life to speak openly, and express their needs and aspirations. Consequently, previously disadvantaged sector of our society ventured into the mainstream of the economy in search of work. Founders of Bua Soweto News chose to invest their time and people in the development of the publication, targeting all various sectors of the community, from an unborn baby to pensioners who are the faces behind the name road Soweto. As a result, the following vision, mission and values were developed to be the guide.

Vision

- Our vision is to establish a newspaper that will be creative, inspirational, educating, informing and entertaining for the entire community of Greater Soweto and their neighboring areas.
- To instill a positive mindset within the community and win their trust and
- To become the most important role player in the publishing industry, through the initiation, development, informing and educating this vast community for their self-development.

Mission

- Bua Soweto News is committed to continuously strive to instill a positive mindset and discipline within our learning institutions, homes and business.
- To create awareness, inform and educate the community of projects, developments within their own constituencies and
- To make Bua Soweto News the best read community newspaper in the country, and achieve growth through partnerships and mergers.

Values

- We are committed to service excellence and reader satisfaction through the delivery of a quality product
- To publish a newspaper that thrives on quality and excellence in respect of editorial content
- To reflect integrity in the manner in which we gather and disseminate information, particularly breaking news.

Target Market

We target, Students, Educators, Homes, Businesses, Health, Sports, Community forums, Churches and NGO's. In fact the general public and the strategic departments and all three tiers of government. As we believe that the buying power of Soweto consumers cannot be left ignored or left out, since they contribute enormously in the economy of the province towards the Gross Domestic Products (GDP).

The Brand

We want to establish a strong brand that will always strive to satisfy the changing needs of our ardent readers. Our reporting standards will be concise and informative to ensure excellent rapport with all our readers. By this we want our consumers to buy brands they will have seen from our newspaper. Also ensure that our readers will be proud to own and enjoy reading it.

Psychographics

Learning institutions, community forums households, bus & taxi commuters, mass retail store users and brand loyal and in the sense that they won't trade their Bua Soweto News for anything. We cater for young and old, students, workers and the unemployed people, who read other daily publications for their editorial style.

The Publication

Frequency

Bua Soweto News will (initially) be a monthly publication, then a fortnightly (2 weeks) publication and, eventually a weekly, as we grow gradually and so envisage.

Distribution

Members of the community will distribute Bua Soweto News under the supervision of a Production and Distribution Director who is already appointed for the task. In this respect, we as the management will be engaging in a job creation exercise that will offer permanent job opportunities to the unemployed. This would be our contribution to the President's call for Letsema and Masakhane campaigns, to help create jobs and to alleviate poverty as part of our social responsibility programme towards our community.

Our efforts, though at a minimum, will to some extent help reduce the crime levels in our country. It is from our offices that the newspaper will be distributed among members of the households, taxi commuters, learning institutions, community forums, business government and other stakeholders. Distribution will therefore be audited so as to reflect the actual number of copies distributed by way of handouts and postage.

Printing

A reputable company with competitive prices has been appointed for this purpose, recommended as a company of choice.

Specification

A-3 tabloid size newspaper with page ranges from twelve and twenty-four (12-24) sheets including cover page, and will depend on advertising content per monthly publication.

Print order: 100 000

Cover price: Free sheet

Frequency: Monthly publication

Medium: English & indigenous languages

Distribution: Greater Soweto, Lenasia, Florida and Roodepoort, Kagiso and Mohlakeng. Distribution is also made to the Luthuli House, GEP, NUM, Premiers Office, Department of Safety, Kgotso House, Mayor's office, Department of social & development, Clinics around Soweto & road shows



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Rate Card – 2012/13

Full Color	Price	VAT	Total
Full Page 39cm x 8 columns across			
Half Page 20cm x 8 columns across			
¼ Page 20cm x 4 columns across			
1/8 Page strip advert 10cm x 8cm across			
10cm down x 4 columns across			
10cm down x 2 columns across			
Spot Color			
Full Page 20cm x 8 columns across			
Half Page 20cm x 4 columns across			
¼ Page 10cm down x 4 columns across			
1/8 Page 10cm x 2 columns across			

Insertions

A single loose A-3 insert at R1000. per 1000
 “ “ A-4 insert at R590.00 per 1000
 “ “ A-5 “ at R250.00 per 1000

Print order: 100 000

Cover Price: Free sheet

Frequency: Monthly publication

Medium: English & indigenous languages

Distribution: To All 9 Provinces Bua National News To All Taxi Rank Greater Soweto, Lenasia, Kagiso, Mohlakeng, Florida and Roodeport. Distribution is also made to the Luthuli House, GEP, NUM, Premiers Office, Department of Safety, Kgotso House, Mayor's office, Department of social & development, Clinics around Soweto & road shows

NB. All adverts should be paid in advance.

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READERSHIP PROFILE

AREAS OF DISTRIBUTION to All 9 PROVINCE to TAXI RANKS

1.	Lenasia	15 000
2.	Protea North	5 000
3.	Kagiso	5 000
4.	Protea Glen Exts	5 000
5.	Naledi and Naledi Ext 1 & 2	5 000
6.	Zola	5 000
7.	Jabavu	5 000
8.	Emdeni	5 000
9.	Moletsane	5 000
10.	Chiawelo	5 000
11.	Orlando	5 000
12.	Pimville	5 000
13.	Meadowlands	5 000
14.	Diepkloof	5 000
15.	Dobsonville	5 000
16.	Eldorado Park	5 000
17.	Westrand	5 000
18.	Roodepoort	5 000

Distribution is also made to the Luthuli House, GEP, NUM, Premiers Office, Department of Safety, Kgotsso House, Mayor's office, Department of social & development, Clinics around Soweto & road shows.

FREE/SOLD	: FREE
LANGUAGE	: ENGLISH
FREQUENCY	: MONTHLY
PUBLISHING DAY	: FRIDAY
DISTRIBUTION	: MON & TUES - KNOCK & DROP
CIRCULATION	: 100 000

BOOKING DEADLINE

MATERIAL DEADLINE	: MONDAY 12:00
BOOKING DEADLINE	: FRIDAY 12:00
DISTRIBUTION AREAS	: DOOR TO DOOR

NB. All adverts should be paid in advance.

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Advertising

Booking form

Client Details:

Date
 Company Vat No
 Contact person Designation
 Address Code
 Tel No Cell.....
 Fax No Email
 Signature Full Names

Banking Details

Bank Name: **BuaSello Soweto News (Pty) Ltd** Acc No: **1016698917**
 Branch Name: **Maponya Mall** Acc Type: **Cheque Account**
 Branch Code

Cheque	Credit card	Debit	Savings	Other
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Pleas tick appropriate box to indicate payment.

Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	Jun

State clearly above the number of placement/s and the duration of advert

Advert details.

Size required Position Colour
 Page No Material Submitted
 Loading Amount R
 Sub total R.....
 VAT
 Total R
 Acc No Publication date/s

Approve/Query/Reject by Date

Reason for query/rejection



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Back page Disclaimer:

General Conditions

While every care is exercised in the printing and publishing of Bua Soweto News, the publication will not be held responsible for errors resulting in adverts or, omissions or non insertions thereof or otherwise, and reserve the right to alter, abbreviate or omit advertisements received in the normal course of business should they appear to be objectionable for any reason whatsoever.

Displacement and/or omission do not necessarily invalidate a contract.

No liability will be accepted for any loss occasioned by failure of an advertisement to appear in any specific issue.

Positioning of advertisements is entirely at the discretion of the editor, except where otherwise prior arrangements have been made.

Bua Soweto News reserve the right to put on hold, suspend or cancel entirely any advertisement due to failure to produce invoice and/or receipt for whatsoever reason, and also restrict or reduce the size of advertisements without notice.

Clients are requested to clearly specify their special instruction/s pertaining to their advertisements. It should be noted, "All material/s submitted shall be at the clients own risk" and shall not be replaced by the publishing company.

NB. All adverts should be paid in advance.

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TERMS OF CONTRACT

1. A signed contract will not be refundable and no adverts will be accepted without a contract.
2. All adverts must be paid for before the printing date.
- 3. No cash paid to consultants, all payments must be deposited to the account**
4. Every effort will be made to meet the needs of our clients, but issues relating to the running of the paper like the date of publication, the format of printing, advertising, how distribution should be done, the number of the copies will be at the discretion of Bua Soweto News
5. Bua Soweto News has all the right to withhold and cancel any advert that has been accepted.
6. Errors, cancellations, alterations must be reported at least 5 days before printing is done
7. No credit will be given due to spelling mistake, graphic errors that does not affect adverts effectiveness

CLIENT'S INFORMATION

Name of the Business: _____

Contact Person: _____

Address: _____

Tel No : _____ Cell No: _____

I am signing a _____ month/s advertising contract with Bua Soweto News, starting

from: _____ Until the _____. I have paid/will pay

The Amount of R_____ on the date _____

Managers Signature: _____ Date Signed: _____

Office use only: Details of the advertising advisor:

I _____ code _____ an employee of Bua Soweto News declare that I have explained the terms and conditions to my client.

Advisors' Signature: _____ Date: _____