

MO MEDIA

More Media - More News - More Communication - More Accountability



MO MEDIA PUBLICATION NORTH-WEST PROVINCE



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INTRODUCTION

Taking a holistic view of your business, we build a bespoke hub that covers all aspects of the sales, marketing and advertising journey, highlighting accomplishments and creating a brand awareness for your organisation, thus helping you communicate effectively.

We will support you from the initial briefing all the way to implementation and beyond. We offer an integrated service that builds relationships between your organisation and the communities you serve. We don't just provide quality Ads and premium placement at rates well below our competitors.

We also combine our advertising experts with the latest analytics tools to keep a close eye on your campaigns. Think of us as your in-house marketing and communications organisation without the in-house price. We'll provide top-notch implementation and fulfillment, while saving you time and money. Our advertising speaks to the content of your organisation. It is not advertising just for the sake of advertising.



ABOUT US

We are an english medium newspaper which is designed, printed and distributed through an established distribution channel in all the major towns of the North West Province, we publish twice a month.

Our content focuses on positive developmental content in your organisation. We specialize in creating strategies that help you get the right message across. We focus on ensuring that you tell the right stories to the right people.

(Detailed distribution area list available on request).



COMPANY SERVICES

We provide Advertising platforms, media strategy , excution and management. Organic marketing content management guided and led by a team of excellent strategists and developmental journalists, who give communities more news and more information. we give your organisation more reach and more visibility at an affordable rate.



PARTNERS

Our team holds a combined experience of over **70 years**, extensive corporate consulting, sales and marketing experience within various sectors including Government and SOE's, print and electronic media, hospitality, FMCG and technology.

One of the partners, Simply Gorge, has a following of over 53K on social media platforms and is a force to be reckoned with in the field.

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OUR GOALS

- > To contribute to the development of the province
- > To inspire people of the province to explore their talents
- > To encourage participation in the economy
- > To celebrate the good work done by government, private business and residents of the North West Province

Our reach is 250 000 readers a month



INVESTMENTS

Choosing Mo Media will be a great investment as it will eliminate the admin of advertising on individual publications. It will give you a great platform to reach the communities of the North-West at a cheaper rate timeously in all districts at the same time. It will be your organisational newsletter at an affordable rate.

We print 25 000 newspapers distributed through the same distribution channel as the North-West newspaper group twice a month. Think of it as kill two birds with one stone.

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DEMOGRAPHICS

Area	Black	White	Coloured	Indian
Mahikeng, Zeerust & Ratlou	80%	5%	5%	10%
Rustenburg	65%	15%	10%	10%
Brits	35%	50%	5%	10%
Lichtenburg	30%	60%	5%	5%
Vryburg & Taung	15%	65%	10%	10%
Klerksdorp & Potch	35%	40%	10%	15%



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