Caxton community newspaper for Joburg South

On Wednesday, 9 April 2008, Caxton will launch another community newspaper in Johannesburg South, the *Comaro Chronicle*, due to the extensive growth of suburbs in the area.

While many suburbs will continue to receive the current community paper, the *Southern Courier*, others will now receive the *Comaro Chronicle* instead. Because of extensive development in the area, it is now too big to be serviced by one local paper.

Gill Randall, joint MD of the Newspaper Advertising Bureau (NAB), explains, "It is our policy to always evaluate our footprint, to ensure that we provide relevant newspapers to homogenous areas within magisterial districts. As a result, we are aware of the growth and changes within South Africa's landscape.

"The paper kicks off with a print order of 21 000 copies to be distributed in the new south every Wednesday."

Reduce print order

She explains that the existing community paper in the area, the *Southern Courier*, will reduce its print order to 40 100 as a result. The *Comaro Chronicle* will be distributed in Alan Manor, Bassonia, Bassonia Rock, Eastcliff, Glenanda, Glenvista, Linmeyer, Liefde en Vrede, Mondeor, Mulbarton, Oakdene, Townsview, Suideroord and Winchester Hills.

"It will become the new mouthpiece for these specific communities," Randall adds.

"Community newspapers have shown tremendous growth over the past 10 years from both a circulation and advertising point of view. They consistently demonstrate an immense return on investment for advertisers," Randall explains.

The *Comaro Chronicle* will carry unique and locally relevant advertising to these specific catchment areas.

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