

Morocco: Market leader in less than a year

Even before celebrating its first birthday, the Moroccan daily Al Massae has received an unexpected gift.

Only a few months after its launch, it has become the kingdom's leading newspaper. In an interview with APN, Zineb Hmouna, Head of Communication and Marketing at the Massae Media group, explains the reasons for this success.

APN: Tell us about your group.

Zineb Hmouna: The Massae Media group was founded in September 2006 with the launch of the Al-Massae, which is an independent Arabic-language daily. In just four months, it rose to become Morocco's leading daily, with a readership of nearly 40,000. Since January 2007, Al-Massae has held on to this position by increasing both circulation and sales. Our current print run exceeds 200,000 copies, whereas our sales rose from 90,425 in June to 132,000 in September. Our title has boosted the printed press market in Morocco.

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