The New Times to launch home deliveries

By Maria Kaitesi

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The New Times, Rwanda's leading daily, will with effect from January 2013, launch home deliveries to it's subscribers.

With this initiative, readers will be able to subscribe and have the newspaper delivered to their homes. Several people are already excited about this new plan, according to James Kalenzi, the circulation manager at the company that also owns a Kinyarwanda weekly publication, *Izuba Rirashe*.

Kalenzi said the programme has attracted scores of people already.

"We have so many people interested in this new initiative and some have already registered for individual subscription."

We have to make it easy for people to access the newspaper. Many people don't read newspapers because once they get to their workplace, they usually get engrossed in work.

"We want to deliver papers to their homes," Kalenzi said. He announced the new initiative at the on-going Prosperity Expo at Gikondo.

TNT is among the organisations exhibiting.

Rose Kanyange, who works with *The New Times* marketing department, said that the reading culture in Rwanda is still low and this is one of the ways to improve it.

Source: allAfrica

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