

The Citizen is changing

Issued by [The Citizen](#)

25 Jul 2013

The Gauteng-based daily newspaper, *The Citizen*, published by Caxton and CTP Printers and Publishers, has started its eight-day countdown to the launch of the new-look *Citizen* on 1 August. More than just a mere design facelift, the new-look *Citizen* will take the reader beyond print to a fully integrated experience across mobile, tablet, print and online.

Says Eureka Zandberg, publisher of *The Citizen*: "The newspaper the reader will see on August 1, represents the best of what a modern media house can produce. Today's journalists are storytellers and do so in a variety of ways on numerous platforms. We want to offer our readers a smooth journey and increase our availability on all platforms. At the same time, we are designing value propositions tailored to fit the various interests of our readers."

To enable the transformation, *The Citizen* engaged world-renowned design consultant, Dr Mario Garcia from Garcia Media: "From time to time a project comes along where all the pieces fall together harmoniously into place. That has been *The Citizen* for me: a team with enormous desire to advance an iconic journalistic brand to the next level in the era of the iPad, a publisher who inspires with a solid strategy, and readers who love their newspaper and are ready to embrace it with a totally new rethinking."

The Citizen is edited by Martin Williams, published daily, and carries quality content across its various editorial pillars including: news, business, sport, lifestyle and entertainment, motoring, horse racing, gaming and auctions. *The Citizen* new-look incorporates *Saturday Citizen*, previously published as *Super Saturday Citizen*.

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The Citizen is a daily national newspaper, distributed Monday to Friday, with its core circulation in Gauteng (82%). Super Saturday Citizen appears on Saturdays.

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