

Netwerk24 to offer best in Afrikaans journalism

Netwerk24, an amalgamation of news from *Beeld*, *Die Burger*, *Volksblad* and *Rapport*, is Media24's national Afrikaans news website, offering readers the best of Afrikaans journalism.



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"It offers original, premium content, created by a national network of cross-platform journalists. It services the affluent Afrikaans market and counts an established, paying subscriber base among its users," says Liesl Pretorius, newly appointed Editor for Netwerk24.

Netwerk24 speaks to a potential national Afrikaans audience of more than one million unique browsers (source: Effective Measure, July 2014, for *Beeld*, *Die Burger*, *Volksblad* and *Rapport*, excluding duplication and excluding the social media audience). As a member of the IAB SA, Effective Measure will measure Netwerk24's audience. During the transition from the existing separate Afrikaans title websites to the combined Netwerk24, the analytics will be tracked on the existing sites as well as on Netwerk24.

Having implemented a successful paywall strategy across *Beeld*, *Die Burger* and *Volksblad*, the paywall will remain at R99 a month, a value offering for content that is curated seven days a week.

Cross-platform solutions are available to advertisers on the Afrikaans newspaper titles and Netwerk24. Ads24, as the sales representatives, will be hosting clients at launch events in Johannesburg, Cape Town and Durban. For more, go to www.netwerk24.com.

For more, visit: <https://www.bizcommunity.com>