Witness to move to two formats

The Witness will produce two distinct newspapers, in two different formats within a single production cycle, when the Durban Witness changes to tabloid format and the *Pietermaritzburg Witness* remains in broadsheet format.

Andrew Trench will remain the editor of both editions. He was an award winning journalist and, since taking up the position of editor, *The Witness* has scooped various awards, proving his dedication to high quality editorial content.

Different size advertisement

Advertisers can reach almost the whole of KwaZulu-Natal through a single newspaper brand, with different size options for advertisements based on the region.

The tabloid edition will have a completely new look and feel and the editorial content will be locally oriented to the city, unless a major national story dictates otherwise. Advertisers will now be able to achieve page dominance at a fraction of the cost, compared to a broadsheet paper. The redesigned newspaper will have an interesting layout style, free from advertising clutter.

"We are open to any new creative ideas of course, but the editor will still have to approve them. The size is more convenient and the editorial content will be aimed at LSM 8-10 and predominantly the female buyer, who influences most household purchases," says André Olivier, GM at Media24 for *The Witness*.

"Although the Durban edition is aimed at a different market, the brand is still something we are proud of and we will grow our brand equity in the new market through quality content and high service levels," concludes Olivier.

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