

Soccer Warrior and Soccer Laduma join forces

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Bold innovations in the future distribution of Soccer Warrior content

[Mamba Media](#), the alternative media specialists, have announced that they have officially moved their flagship Soccer Warrior brand to SA's largest and most widely read source of soccer news, the *Soccer Laduma* newspaper (weekly readership 3.36 million) and website (over 60 million page views).



This new partnership is significant in that it marks the first time Mamba Media has changed their distribution partner in 13 years. *Soccer Warrior* has moved from the *Daily Sun* and *Sunday Sun* newspapers to its new home at *Soccer Laduma*. This move is extremely beneficial as it offers innovative new ways to distribute and evolve *Soccer Warrior*'s entertainment based content for a more soccer-focused audience.



The previous distribution model at the *Daily Sun* and *Sunday Sun* was largely rooted in print, both run of paper and inserts, with a small digital presence. *Soccer Laduma* is different – *Soccer Warrior* will be published as a weekly series in print, with a strong digital presence on soccerladuma.co.za while growing the arsenal of content and games through its website soccerwarrior.co.za.

The weekly and monthly print material will feature a call-to-action USSD game for consumers to receive football quotes and to win airtime. In addition, an expanded universe of *Soccer Warrior* content will also be uploaded weekly onto Soccer Laduma's digital portal (over 334 thousand Twitter followers and over 1.9 million Facebook likes), providing sponsors with full panel ads and opening up a whole new world of engagement opportunities.

About Mamba Media: We specialise in visual communication and design in every aspect and form. As a fully fledged publishing and media house, we offer strategy, media booking/buying and content development.

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