Son goes mobile

The Afrikaans tabloid newspaper, *Son* has launched its mobisite, allowing readers to access their favourite read, even though they may not be able to purchase the daily print edition.



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"Digital platforms, like the mobisite, enable us to expand our market quite substantially...cellphones are almost ubiquitous in South Africa, across all LSM groups and so the newspaper capitalised on this opportunity," said *Son* editor-in-chief, Andrew Koopman.

Mike van Eck, Ads24's digital business manager (and the national sales team behind *Son*), adds: "Our loyal readers who don't necessarily have access to a daily printed edition, can keep up to date with news and stay entertained through the mobisite. The aim of the site is to build a digital audience to complement the already large print market."

He notes that the 'mobi club' on the site allows the user to download ringtones, wallpapers and, selected stories from the newspaper. For advertisers, particularly those wanting to target the Eastern and Western Cape market Afrikaans market, it proves to be an effective platform, asserted Van Eck. Both English and Afrikaans material is accepted on the mobisite.

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