

I recently had a look at print versus online values on Newsclip's Gate 5 and surprisingly, all print values were less than R9,000. The online values though ranged between R15,000 - R42,000. Whether this is accurate or not it gives a sense of the importance on online vs. traditional.

The combined readership figures of top newspapers such as Daily Sun, The Star, City Press, Beeld, Capri Argus, Mail and Guardian, Daily Sun and The New Age in South Africa is far less than the combined unique users of top sites such as Independent on Line, My Broadband, Times Live, Mzansi Life, Mail and Guardian News24, Howzit MSN, Wheels Fanatic SA and more.

But yet, I still fail to understand why advertisers are spending money on platforms that are not growing and not giving much attention to growing ones - online.

I encourage advertisers to re-look their marketing approaches and strategies for 2014 and embrace digital as a cornerstone of these strategies.

ABOUT PAUL SCOTT

Paul Scott is the editor and publisher of Mzansi Life. He previously held a number of senior positions at international based media such as Guardian Technology, Channel 4 News and IT Computer Weekly. In South Africa, Scott freelanced for a number of agencies including TSPR and Matigari Communications.
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