

## ***The Citizen* launches Metro newspaper**

*The Citizen* has joined forces with Johannesburg Metrobus to launch a free, abbreviated version of the daily paper, *Citizen Metro*, to be distributed to Metrobus commuters from early March 2010. Each day, Metro buses carry 45 000 passengers to their destination and back.

“*Citizen Metro* ‘Jozi’s newspaper on the move’ delivers news-on-the-go for today’s commuter, giving a quick read, easily digestible overview of world and current events,” explains *The Citizen*’s publisher, Greg Stewart.

“In easy-to-handle tabloid size, *Citizen Metro* offers popular headlines such as news, sport, entertainment and lifestyle, as well as a movie and TV guide and daily Sudoku puzzles.”

*Citizen Metro* is targeted at both a male and female audience in the LSM 5 - 8, educating and entertaining the financially empowered and economically active Johannesburg bussing commuter community.

### **Immediate benefits**

Besides the immediate benefits of circulation and readership, Stewart is confident that advertisers, particularly retailers, will welcome the opportunity to reach a larger audience. Advertising in *Citizen Metro* can be sold both separately and as an add-on option to *The Citizen*’s advertisers.

“*The Citizen*’s sales representatives are informed trained strategists, they do not merely regurgitate AMP’s asserts Stewart.

The paper will be delivered to the six Metrobus depots across Johannesburg ready for the first buses which leave in the early hours of the morning. *Citizen Metro* will have an initial print run of 45 000, to accommodate the current commuter needs but will increase as required. In line with Gautrain roll-out plans for 2010, Johannesburg Metrobus aims to more than double its fleet in the next three years.

Taking its lead from the successful *British Metro*, Stewart is anticipating *Citizen Metro* will generate immediate excitement and interest with consumers. He strongly believes there is a demand for this type of product. With daily living costs going through the roof, a free daily has huge growth potential. Read by a captive audience during lull time on the bus, it provides an ideal platform for advertisers.

### **Ideal for average bus trip**

“*Citizen Metro* is informative yet an easy read, it is user-friendly and ideal for the average 20-40 minute bus trip,” concludes Stewart. “Commuters have the choice to read and leave their papers or take them and further distribute them to offices and homes.”