

NAB adds new beachfront community paper to its stable

Specialised community newspaper advertising sales company, the Newspaper Advertising Bureau (NAB), has added Flatland Watch to its growing stable of community newspapers.

The monthly tabloid, catering specifically to residents in the Central Durban area, will be edited by Jackie Jablonkay who has over 10 years experience in the field, working on titles such as the Natal Mercury, Daily News and Sunday Tribune. The monthly paper will reach a larger scope of the KZN populace by accessing residents in Central Durban with a distribution figure of 15 000.

"Flatland Watch is a wonderful opportunity for advertisers as we now offer an even larger residential reach encompassing the economically active beachfront area. The residents have welcomed Flatland Watch as they enjoy having an informative newspaper that focuses on their particular area, keeping in touch with their communities and knowing which retailers are having specials when," says Gill Randall Joint MD of NAB.

Flatland Watch will be circulated from Stanger Street to Sea Front in West Street; North Beach, South Beach, Brickhill Road, Victoria Embankment; The Wheel and The Workshop shopping centres as well as surrounding flats, hotels and offices within the Central Durban area.

The Newspaper Advertising Bureau (NAB) is a division of Caxton CTP Publishers and Printers.