

BDFM enters the weekend newspaper market

BDFM, the publishers of Business Day and the Financial Mail, upped the ante in the publishing world today, Monday 13 February, with the announcement that it will launch a weekend edition in March 2006.

The Weekender, a 32 page broadsheet with two sections, aims to fill a gap in the market which consists mainly of Business Day readers with a direct intellectual or economic interest in the issues and ideas that shape the country's modern political economy.

The two sections will comprise a front half covering news and a précis of Friday's markets while the second half will focus on issues and leisure-oriented articles.

For the couch potato with a keen interest on personal financial matters, a weekend television guide and the most up to date analysis and views on personal finance will complete the second section of the publication.

In breaking with tradition in South African weekend papers, Peter Bruce, current Editor of sister paper Business Day, says The Weekender will be available on Saturdays as well as on Sundays.

Bruce says The Weekender will not be in direct competition with any of the existing weekend newspapers "We are filling in a gap for the newspaper reading-public that cannot find stimulation in the current Saturday print offerings," says Bruce.