

# Rejuvenation of local print media

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Contrary to popular belief, local papers are healthy and thriving. People anticipate the arrival of their local paper delivery on a weekly basis and have been delighted with the growing array of inserts and the innovative ways brands are using this media.

# A3 Single sheet insert



The image displays a large A3 single sheet insert for the Rochester newspaper. The insert is titled "ROCHESTER" and features a prominent headline "Indulge in Luxury" in a cursive font. Below the headline, there are several photographs of various sofas and living room setups, each accompanied by a price tag. The insert is shown in two overlapping positions, one slightly behind the other, to illustrate its size and content. The background is a solid teal color.

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# A4 Single sheet insert



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The Rosebank Killarney Gazette demonstrated a myriad of print insert products recently – from the impressive insert jacket, to an A4 and A3 single sheet insert, a PowerWrap and an eight-page feature insert with an interactive competition by Canon. Readers were thrilled with the range of advertising and were captured by the brands using these different formats.



# The Insert Jacket

# The PowerWrap



“A huge advantage of using print innovation products, and even inserts and competition elements in our papers, is they encourage people to touch and feel your brand and increase the potential to keep the information in the home for longer,” says sales director of Spark Media, Olav Westphal.

The print order of the Rosebank Killarney Gazette has increased from 27,000 to 40,000 copies effective 26 May to incorporate areas that were previously part of the Joburg East Express and North Eastern Tribune areas, thus expanding its footprint.

## Spark Media

Spark Media, a division of Caxton and CTP Publishers and Printers Ltd is an advertising and media-solutions, sales company. We represent Caxton-owned local newspapers, as well as selected independent publications in sub-Saharan Africa. We offer solutions that focus on location-targeted content.

" Spark Media 'leaps into local' with comedian Themba Robin 14 May 2024

" Spark Media 'leaps into local' with new digital ad offering 29 Feb 2024

" New advertising opportunities for retailers as load shedding changes consumer purchase patterns 30 Jan 2024

" Spark Media in the 'Big Apple' for Retail's Big Show 8 Mar 2023

## Spark Media



Spark Media, a division of Caxton & CTP Publishers and Printers Ltd, is South Africa's largest print and digital media solutions sales company. It represents Caxton's 115 local newspapers and 58 local websites, providing location-targeted content for brands and ad agencies at scale in 120 economically-active communities. It also produces ROOTS, SA's leading urban, community-level quantitative survey that provides unequalled demographic and behavioural information on local consumers.

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