



The Ladysmith HERALD



readership profile

The Ladysmith Herald is distributed weekly on Tuesdays to 32 000 homes and businesses in Ladysmith- Ladysmith Central, Model Kloof, Limit Hill, Hyde Park (LDS), Observation Hill, Reservoir Hill, Egerton, Hospital Park (LDS), Van Riebeeck, Park (LDS), Rose Park, Hill Side (LDS), Aloe Park, Acaciavale, Leonardsville, Nambiti Industrial, Mkhamba, Smartiesville Ezakheni- Ezakheni A, Ezakheni B, Ezakheni C, Ezakheni D, Ezakheni E, Steadville, Mvelani, Tskakane, St Chad Mission Bergville- Berville, Acton Homes & Estcourt.

the ladysmith herald reaches over **125 000**

delivering the news to your door!

distribution areas

Ladysmith	
Ladysmith Central	407
Model Kloof	436
Limit Hill	369
Hyde Park	488
Observation Hill	789
Reservoir Hill	476
Egerton	1 150
Hospital Park	1 122
Van Riebeeck Park	483
Rose Park	561
Hillside	684
Aloe Park	712
Acaciaville	1 231
Leonardsville	408
Nambiti Industrial	219
Mkhamba	400
Smartiesville	600

Ezakheni	
Section A	1 200
Section B	700
Section C	2 500
Section D	1 200
Section E	2 500
Steadville	1 199
Mvelani	700
Tsakakane	300
St Chad Mission	2 000
Bergville	103
Acton Homes	1 063

Estcourt	5 000
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CBD	1 500
Bulk Drops/ Office Copies	1 500

Total	32 000
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The following Shopping Centres fall under the **The Ladysmith HERALD** publication...

- Murchisons Mall
- The Oval
- The San Marco/ Pick 'n Pay Centre



age groups	%
0-19	10%
20-24	30%
24-50	45%
55+	15%

gender	%
Male	40%
Female	60%

LSM	%
1-5	23%
6	29%
7	22%
8	8%
9	8%
10	10%

readership	%
White	32%
Black/Coloured	35%
Asian	33%