

Tongaat & Verulam tabloid



readership profile

The Northern Star is distributed weekly on Tuesdays to 32 000 homes and businesses in Verulam, Ottawa, Parkgate, South Ridge, Lotusville, Tongaat, Everest, Terrance Park, Mount View & Ballito

the northern star reaches over 150 000

delivering the news to your door!

distribution areas

VERULAM	
Ottawa	1 000
Parkgate	1 100
South Ridge	275
Lotusville	300
Temple Valley	500
Riyadh	200
Everest	1 000
Trenance Park	1 400
Mount View	1 200
Waterloo	4 000
Brindhaven	1 700
Dawn Crest	250
Oaklands	800
Redcliffe	800
TONGAAT	
Flamingo Heights	1 500
Belvedere	1 250
Buffelsdale	2 400
Watsonia	3 350
Truroland	2 500
Tongaat CBD	2 000
Gandhi Hill	250
Fairbreeze	500
Hambanathi	250
Maidstone	250
Van Rover	250
Westbrook	100
Umhlanga	250
Seatides	200
Desainagar	50
La Mercy	250
Umdloti	250
Verulam CBD	1 400
Office Copies	475
Total	32 000

Direct Rates:
Per cm/c/m-excl. VAT
B/W - R33.00
1 SPOT - R38.50
F/C - R44.00

Agency Rates:
Per cm/c/m-excl. VAT
B/W - R42.00
1 SPOT - R52.50
F/C - R63.00

The following Shopping Centres fall under the
Verulam tabloid
publication...

- The Crescent
- Gateway



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

gender	%
Male	40%
Female	60%

LSM	%
1-5	5%
6	10%
7	25%
8	26%
9	20%
10	14%

readership	%
White	7%
Black	20%
Asian	70%
Coloured	3%

