

Nabbing the Zambian market

NAB Africa (the Newspaper Advertising Bureau) has extended its reach to Zambia by adding *The Post* group of newspapers to its bouquet.

The titles include *The Post* (daily), *The Saturday Post* and *The Sunday Post*.

"The English language is extensively used in Zambia. *The Post* newspaper's readership, true to their mission statement, embraces all English language consumers ranging from taxi drivers to business executives," says NAB Africa's Rob Dukoff-Gordon.

The editorial mix of the papers enables all readers to find items of interest - from complex political, economic and social debates to the popular 'kalaki' satirical strips, horoscopes and datelines.

The newspapers are distributed to all Zambian districts, with the capital Lusaka, receiving 51.6% of the circulation. In addition, the papers are marketed by street vendors and in supermarkets.

"Recognised as the leading daily in Zambia, *The Post* boasts 45% of the combined Zambian market," he says. "Circulation is currently 42,000 and both *The Saturday Post* and *The Sunday Post* each list 37,000 sold copies."

Dukoff-Gordon adds, "We already enable advertisers to converse with consumers in several other SADC counties. These include the *Mmegi*, *Monitor*, *Botswana Guardian* and *Midweek Sun* in Botswana, Swaziland's *Times of Swaziland*, *Times of Swaziland Sunday* and *Swazi News*, Namibia's *Republikein* and *Allgemeine Zeitung* and Lesotho's *Public Eye*."

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