



SEAHLOLO

we grow together





About Us

Seahlobo is a product under the many Newsday Media products.

It is a niche publication tailored specifically for the agricultural industry, not only to fill the information gap in the industry but to assist the government reach the correct market and audience with its policy direction of investing in agricultural development for a food-sustained Lesotho.

The newspaper is published by a legally registered media company trusted with reliable, credible investigative, quality and analytical print and digital news media organisation in Lesotho.

Newsday Media is Lesotho's leader of quality, credible and innovative journalism serving different markets with our wide range of products.

We remain the only reliable hybrid model media organisation in Lesotho breaking all norms and keeping up with the evolution of what news media is.



Our sister products:

Newsday Media 5 days ago to me

Catch Leruo Radio Edition by TKay Nthebe
Radio Station Days Time
Ultimate FM Wednesday 07:15 - 07:45
Bokamoso FM Thursday 08:15 - 09:00
Proudly brought to you by Alliance Insurance

ALLIANCE
Alliance Insurance for Lesotho

MIDWEEK DOSE

Wednesday, 28 June 2023

"I swear, I will leave if the RFP can try to meddle in the judiciary when it is elected. It is frustrating for a judge to always be called to the office of the Prime Minister to be told how you must handle certain cases. The judges should be left to do their work,"

Revolution For Prosperity Deputy Leader, Nthomeng Majara

On the Pulse!

As we enter the era of Artificial Intelligence (AI) and witness the unprecedented spread of fake news, we believe that now, more than ever, a reliable and carefully curated source



Agricultural newspaper

Email Newsletter

newsdayonline.co.ls

Monday, July 3, 2023

HOME NEWS SPORTS ARTS HEALTH BUSINESS OPINION & LEADERS SPECIAL REPORTS CRIME & COURT CLIMATE FUTURE JOBS AND TENDERS

LEAD STORY
Lesotho refutes Mantashe's claims
Newsday - June 28, 2023

BUSINESS
DON'T FORGET
RSL revolutionise service delivery through Tax Modernization
June 28, 2023

HEALTH
Mochoborane threatens doctors
Lesotho refutes Mantashe's claims
June 28, 2023

Most Read
Mochoborane threatens doctors
Lesotho refutes Mantashe's claims
What suffers is education!

Advertisement

Business
Newsday - Vacancy!!!
Jobs and Tenders June 30, 2023

LESOTHO ELECTRICITY COMPANY (PTY) LTD African Development Bank Group
Jobs and Tenders June 30, 2023

RSL revolutionise service delivery through Tax Modernization
Success June 28, 2023

Editors Pick

E-Paper
Our E-Paper is coming soon. You will now be able to read our weekly paper online, anytime anywhere.
Launch: 28 April 2023

Subscribe To Our Newsletter
Subscribe to our newsletter to stay updated with the latest news across Lesotho and internationally.
Newsletter Form

Interactive Website

Our Network & Reach



**Newsday Newspaper Publication:
Weekly Newspaper (Fridays)**

**Newsday Email Newsletter
and Interactive Website**

**Newsday Online TV (YouTube
Channel):**

45k
Total Impressions

4.2k
**Unique Page
views**

Website

15 537
Likes

497k-585k
Page Audience

Facebook

5 914
Followers

Twitter

4 300
Subscribers

Email

27k
Subscribers

WhatsApp 

Newsday Newspaper reach and distribution statistics

PRINT RUN 5000 copies (Reach 15 000)		
Physical Distribution	3500 copies with Blue Ribbon (Quthing, Qacha, Mokhotlong, Thaba-Tseka)	750 copies (Door-to-door/office distribution) 600 copies (Maseru Street Vendors and outlets)
WhatsApp Distribution	25 000 WhatsApp subscribers (Both Lesotho and diaspora)	5 WhatsApp groups (with 250 members each) = 1250
Email Distribution	4300 Email subscription including clients data base	
Website stat last 14days	44k clicks and site visitors	



Our Audience

Age:

25 - 65

Gender:

Males 54 %

Females 46%

Occupation:

- Farmer with an education qualification
- Professionals in the agricultural sector
- Farmer with access to a mobile phone and email
- Executives, Managers, Directors
- Full time students



Engage with the platform through desktops and mobile phones at work and at home

High and middle income salary with tertiary education

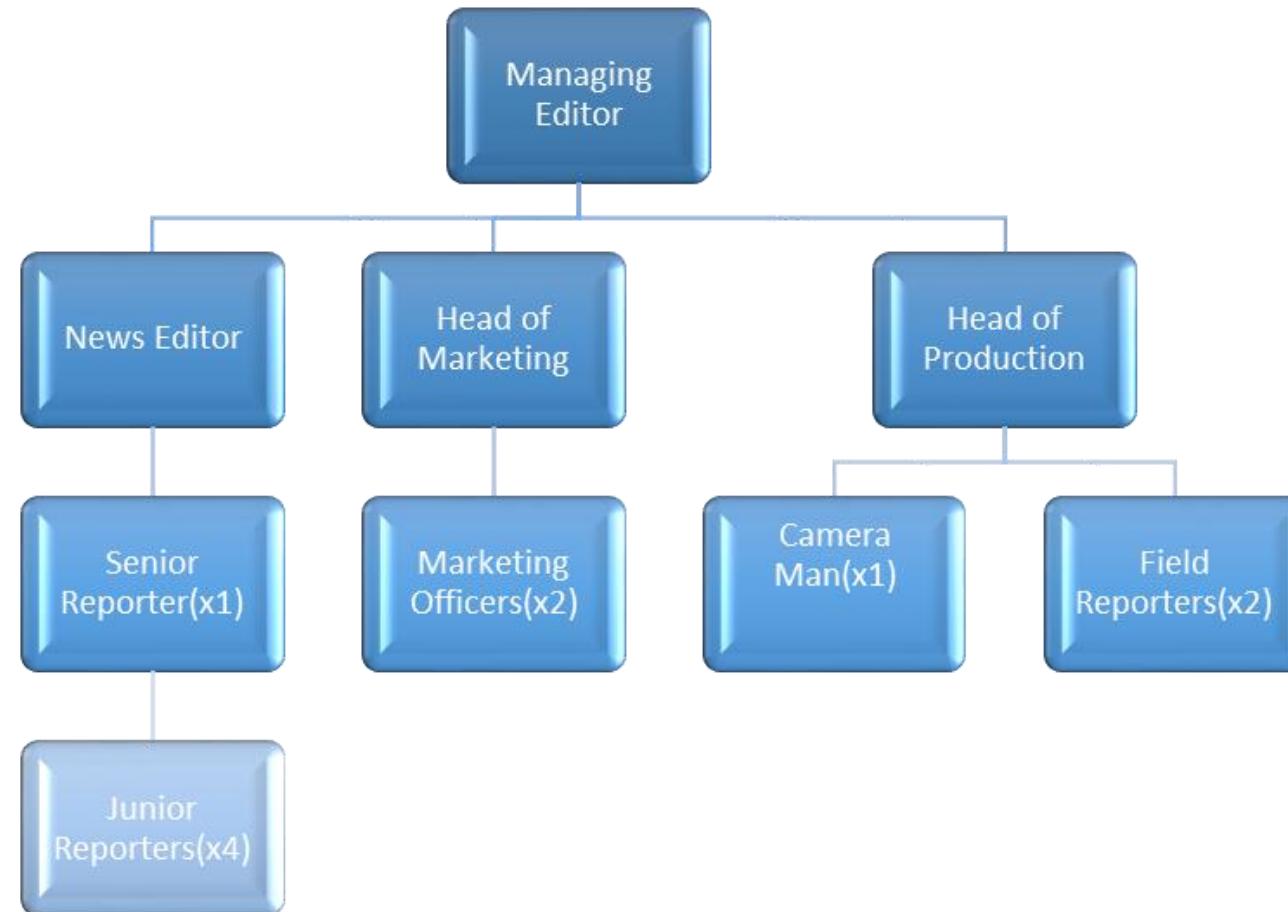
Advertising (traditional and digital), media, communications and other industrial sectors

Attributes:

- Independent
- Knowledgeable
- Open minded
- Confident
- Engages with insightful content



Organizational Structure



Packages

Platinum	Gold	Silver	Standard
Naming Rights across the publication	Full page advert	Full page article	Full Page advert M10 500 Full page article M6 800
Centre Spread story Written by the organisation or our journalist	Full page article by the organisation or our journalist	Half-page advert	Half page advert M7 500 Half page article M5 600
Full page advert page 3			Quarter page advert M3 200
M20 200	M16 200	M12 370	

ALL Content and adverts placed in Seahlolo will be shared on all NEWSDAY MEDIA social media platforms with an audience of over M500k



THANK YOU!

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