



**SEAHLOLO**

*we grow together*





## About Us

Seahlolo 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.



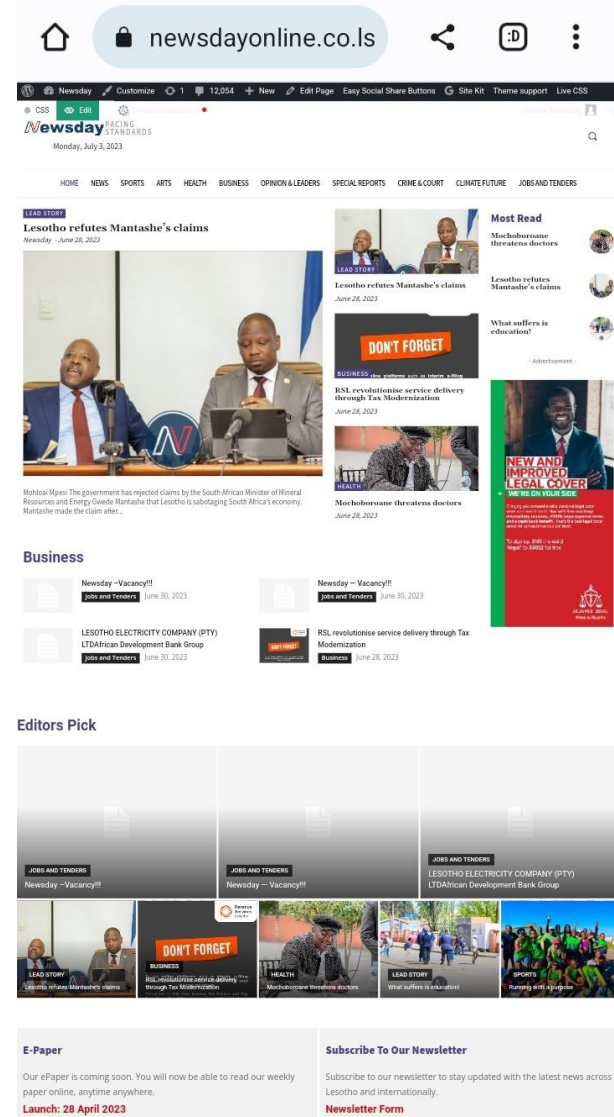


## On the Pulse!

## Email Newsletter



## Agricultural newspaper



## Interactive Website

# Our Network & Reach



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



**Newsday Email Newsletter  
and Interactive Website**



**Newsday Online TV (YouTube  
Channel:**

<div>45k</div> <div>Total Impressions</div> <div>4.2k</div> <div>Unique Page views</div>	<div>15 537</div> <div>Likes</div> <div>497k-585k</div> <div>Page Audience</div>	<div>5 914</div> <div>Followers</div> <div></div> <div></div>	<div>4 300</div> <div>Subscribers</div> <div></div> <div></div>	<div>27k</div> <div>Subscribers</div> <div></div> <div></div>
Website	Facebook	Twitter	Email	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

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## Gender:

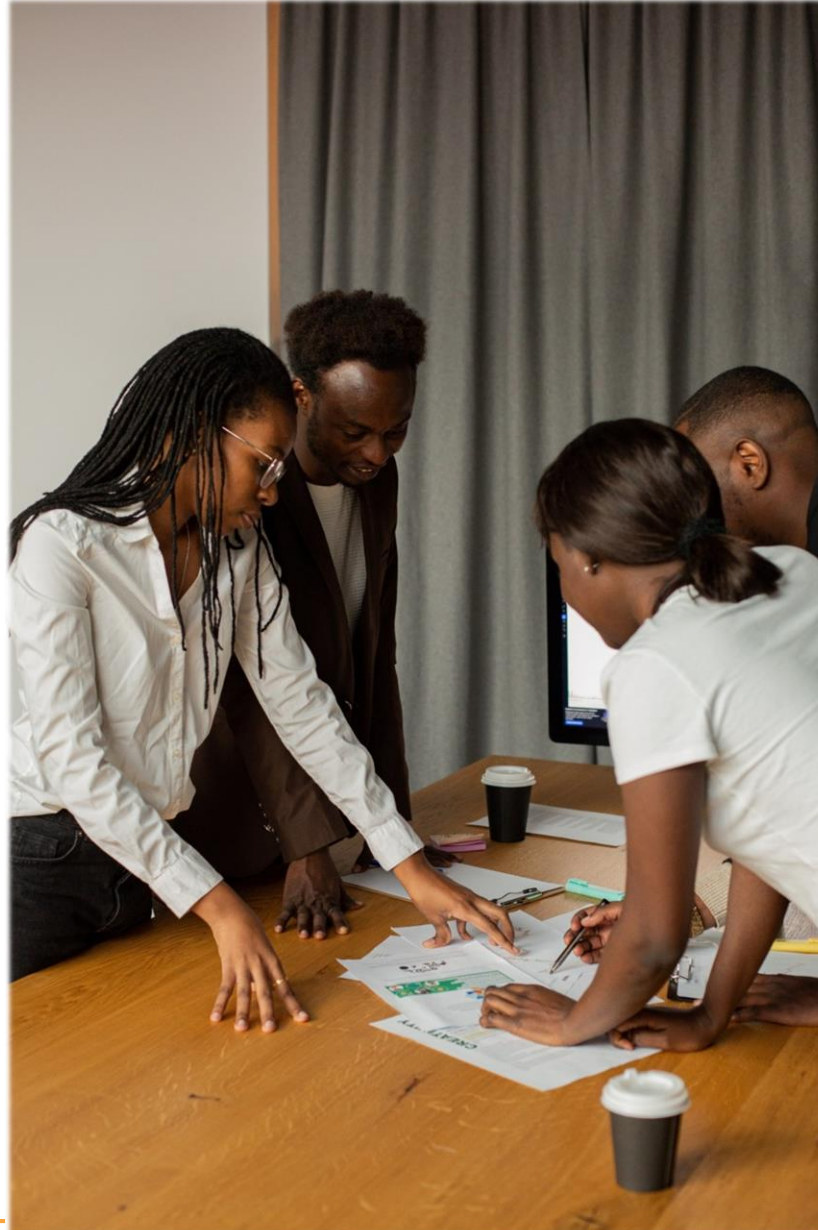
Males 54 %

Females 46%

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

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High and middle income salary with tertiary education

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

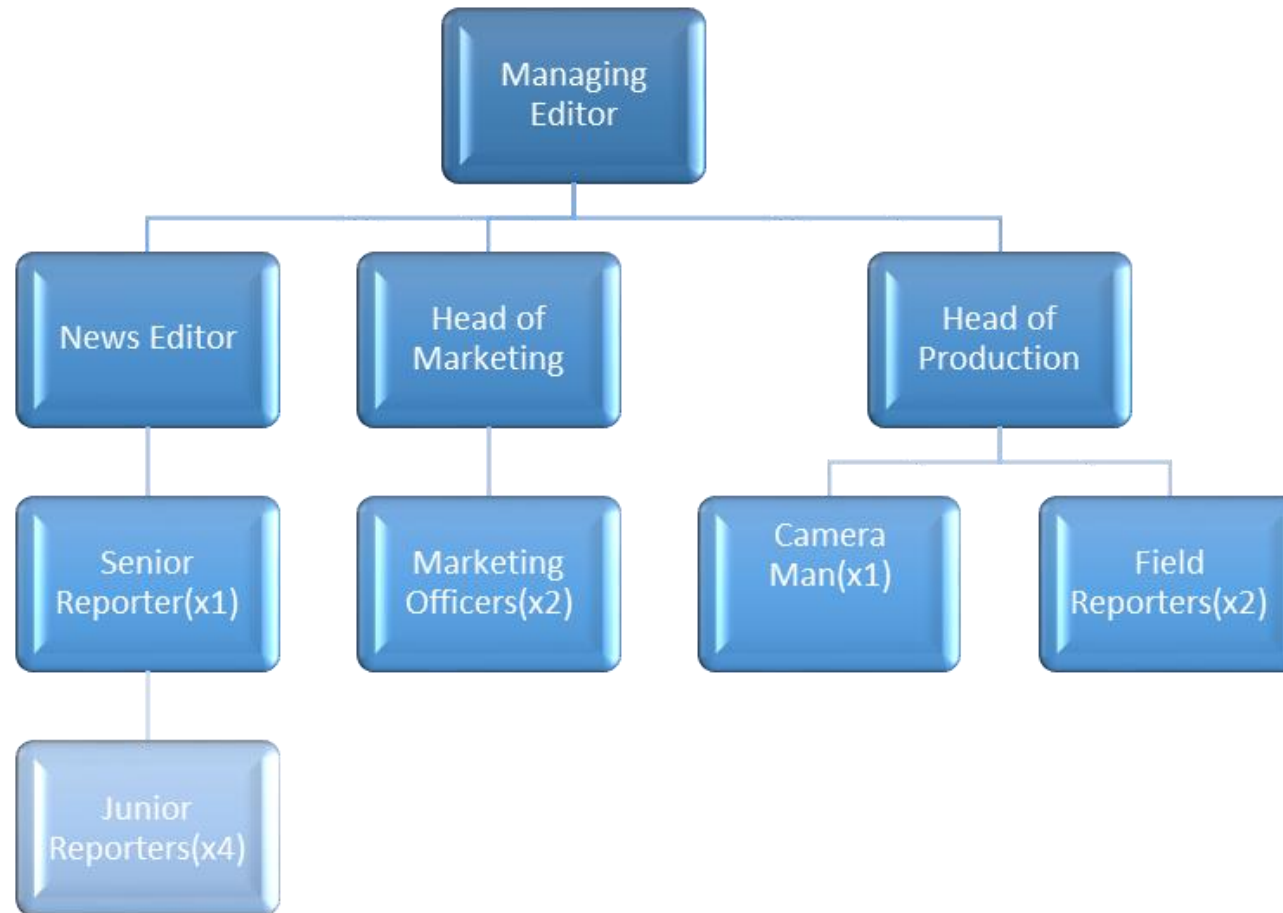
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## Attributes:

- Independent
  - Knowledgeable
  - Open minded
  - Confident
  - Engages with insightful content
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# Organizational Structure



# Packages

Platinum	Gold	Silver	Standard
Naming Rights across the publication	Full page advert	Full page article	Full Page advert <b>M10 500</b> Full page article <b>M6 800</b>
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 <b>M7 500</b> Half page article <b>M5 600</b>
Full page advert page 3			Quarter page advert <b>M3 200</b>
<b>M20 200</b>	<b>M16 200</b>	<b>M12 370</b>	

**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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