



**We tell honest  
grassroot stories that  
heal & uplift the lives  
of 3M+ people  
in our communities**

## **MEDIA KIT 2026**



Facebook Followers



Facebook Reach



Website Views



Print Readers

**We rely on 3 decades of storytelling to  
build the township economy by showcasing  
your business products and services...**

### **CONTACT US**

+27 11 850 1160  
+27 10 230 0038

savannacitytimes1@gmail.com  
orangefarmnews@yahoo.com

Globe Post  
Walkerville & Savanna City Times  
Orange Farm News

globepost.co.za  
walkervilleandsavannacitytimes.co.za  
orangefarmnews.co.za

# WHO ARE OUR READERS

Our readers span across a wide area in the south of Johannesburg and Midvaal, connected by shared values, local pride, and a need for trustworthy, relevant information. Through Walkerville and Savanna City Times, Globe Post, and Orange Farm News, we reach a combined audience that is diverse, engaged, and community-driven.

### Key Communities We Serve:

- Walkerville
- Savanna City
- Orange Farm | De Deur
- Ennerdale
- Meyerton
- Lenasia South and surrounds

### Reader Profile:

- Local Residents
- Youth & Students
- Entrepreneurs & SMMEs
- Working Class & Commuters
- Community Leaders & Stakeholders

### What Our Readers Value:

- Credible and consistent local news
- Job opportunities and education updates
- Public service and municipal notices
- Local success and inspirational content
- Advertising that speaks to their needs promotions and business offerings

## STATS & NUMBERS

120K

Print Copies

4-7  
people/household  
720K

Print Readership

74K

Facebook Followers

4.9M

Facebook Reach

138K

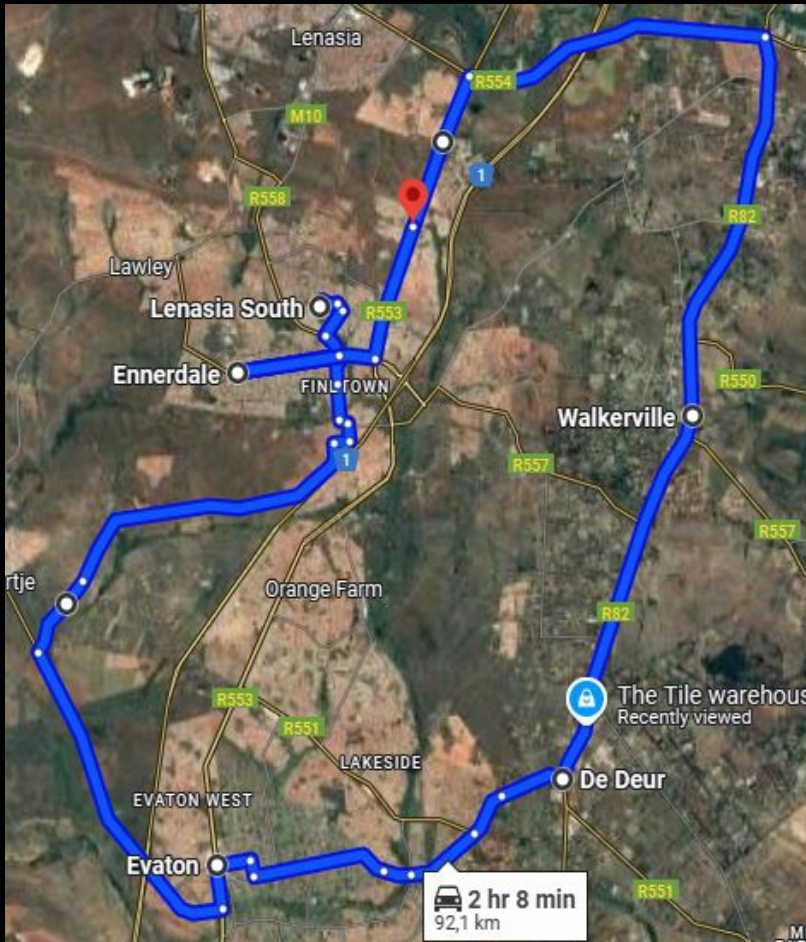
Website Users

220K

Website Views

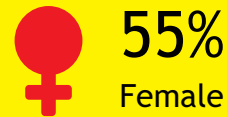
## MAP COVERAGE

Population 3mil + in our communities we serve



## DEMOGRAPHICS

### Gender



### Age Groups



### Language



### Race



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# DIGITAL ADVERTISING RATES

<b>Leaderboard (Home Page)</b> 728x90px	R350 cpm	R 3 150 - 2 weeks	<b>DISPLAY BANNERS</b>
<b>MPU (Right Side)</b> 300X250px	R250 cpm	R 2 250 - 2 weeks	
<b>Half Page</b> 300X600px	R300 cpm	R 2 700 - 2 weeks	
<b>Banner</b> (Above or Below Articles) under every 3rd paragraph	R200 cpm	R 1 800 - 2 weeks	

<b>1 Post</b>	75 000 + followers	R3500	<b>FACEBOOK</b>
<b>1 Post + Link</b>	75 000 + followers	R4500	
<b>1 Post + Poll</b>	75 000 + followers & shared to groups	R4500	
<b>1 Post + Link + Boost</b>	75 000 + followers & shared to groups	R5300	

<b>Advertorial</b>	Copy to be supplied	R 8 100	<b>CONTENT</b>
<b>Partner Content</b>	We write for you	R 9 500	

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# CUSTOMER PROFILES



**Name:** Kayla Botha  
**Age:** 18 - 25  
**Job Title:** Waitress  
**Income:** R3000-R6000  
**Dependants:** 1-3  
**Pets:** 1 Dog

**Home Owner:** No (Lives with parents)  
**Hobbies:** Gym, Netflix, Instagram, Weekends with friends & Tik Tok  
**Purchase Habits:** Local Malls, Salons Takeaways, Pet Shops & Supermarkets  
**Aspiration:** Travel, Study & Own a car  
**Interests:** Fitness, Fashion, Lifestyle content & Social trends



**Name:** Priya Naidoo  
**Age:** 26 - 35  
**Job Title:** HR Officer  
**Income:** R12000-R20000  
**Dependants:** 1-3  
**Pets:** None

**Home Owner:** Yes (Bonded house)  
**Hobbies:** Baking, Driving, Traveling, Family time, Gardening & Reading  
**Purchase Habits:** Supermarkets, Book shops, Spare Shops, Diy shops  
**Aspiration:** To run own side business  
**Interests:** Health & Wellness  
**Home Style & Spiritual growth**



**Name:** Yusuf Khan  
**Age:** 36 - 50  
**Job Title:** Manager  
**Income:** R20000-R32000  
**Dependants:** 2-4  
**Pets:** 3 Cats

**Home Owner:** Yes (Family home)  
**Hobbies:** Traveling, Weekend Braais, Tech & Gadgets, Painting & Car Racing  
**Purchase Habits:** Butcheries, Spares, Hardware, Tech equipment & Takeouts  
**Aspiration:** Building generational wealth  
**Interests:** Community new, Business Trends, Health & Education for Kids



**Name:** John Mokoena  
**Age:** 51 +  
**Job Title:** Retired  
**Income:** R2500-R10000  
**Dependants:** 1-5  
**Pets:** None

**Home Owner:** Lives with grandchild  
**Hobbies:** Gardening, Reading newspaper, Attending church events  
**Purchase Habits:** Groceries, Looks for pensioner discounts & Pharmacy  
**Aspiration:** To leave something behind for family & Stay Healthy  
**Interests:** News, Social Clubs & Family



# PACKAGES

## Home Improvements

Transforming Houses into Dream Homes

**R17 100**

1x Advertorial (client-supplied) & 2x Facebook Post + Link

Hardware  
Tiling  
Construction  
Furniture Shops  
Etc

## Ride In Style

Where Driving Meets Excitement

**R11 500**

1x Facebook Post + Link & 2x Facebook Post

Dealerships  
Fitment Centres  
Workshops  
Carwash  
Etc

## Everyday Essentials

Where Shopping Meets Freshness Daily

**R15 000**

3x Facebook Post & 1x Facebook Post + Poll

Supermarkets  
General Dealers  
Butcheries  
Etc

## Knowledge For Life

Learning Today. Leading Tomorrow

**R17 600**

1x Partner Content & 1x Facebook Post + Link  
1x Website Banner

Schools  
Collages, Tuition  
Aftercare  
Per-Schools  
Etc

## Family Wellness Care

Where family and Wellness Meet

**R13 400**

1x Advertorial & 1x Facebook Post + Link + Boost

Pharmacies  
Doctors  
Clinics  
Hospitals  
Etc

## Save Your Future

Wealth with Creative Wisdom

**R21 000**

1x Partner Content & 2x Facebook Post  
1x Facebook Post + Poll

Banks  
Cash Loan  
Financial Advisers  
Accounting  
Etc

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# PRINT ADVERTISING RATES



**Orange Farm NEWS**  
The Voice of the People since 2012  
MD JULY 2025 Tel: 011 185 1160 | Email: orangefarmnews@yahoo.com | Website: orangefarmnews.co.za

**MEC: "Spaza snacks linked to Orange Farm learner's death!"**

**R67.04** Per column cm  
Excl agency comm

**50 000 Bi-Monthly Distributed Free:**  
Orange Farm  
Stretford  
Drieziek  
Tjovitjo  
Evaton North  
Palm Springs  
Lakeside Proper  
Ironsides  
Eatonside

SIZE	NET	3 MONTH
<b>Full Page</b> 390mm (H) X 265mm (W)	R 20 916.48	R 17 779.00
<b>Half Page</b> 200mm (H) X 265mm (W)	R 10 784.00	R 9 166.40
<b>Quarter Page</b> 200mm (H) X 130mm (W)	R 5 363.20	R 4 558.72
<b>10x4</b> 100mm (H) X 130mm (W)	R 2 681.60	R 2 279.36
<b>Buz Card</b> 50mm (H) X 65mm (W)	R 670.40	R 569.84



**GLOBE POST**  
Your very own community newspaper from 1982 - 2025  
Tel: 011 185 1160 | Email: globepost@orangefarmnews.co.za | Website: globepost.co.za

**Golden Highway R553 rehab back on track after protest-related stoppage**

**R58.30** Per column cm  
Excl agency comm

**20 000 Monthly Distributed Free:**  
Lenasia South  
Ennerdale  
Lawley  
Migson Manor  
Zakariya Park  
Lehae  
Vlakfontein  
Finetown  
Phumlmaqashi

SIZE	NET	3 MONTH
<b>Full Page</b> 390mm (H) X 265mm (W)	R 18 189.60	R 16 000.00
<b>Half Page</b> 200mm (H) X 265mm (W)	R 9 328.00	R 8 000.00
<b>Quarter Page</b> 200mm (H) X 130mm (W)	R 4 664.00	R 4 000.00
<b>10x4</b> 100mm (H) X 130mm (W)	R 2 332.00	R 2 000.00
<b>Buz Card</b> 50mm (H) X 65mm (W)	R 583.00	R 495.00



**WALKERVILLE & SAVANNA CITY TIMES**  
Tel: 011 185 1160 | Email: savannacitytimes1@gmail.com | Website: walkervilleandsavannacitytimes.co.za

**Midvaal wins five prestigious SALGA Awards**

**R49.50** Per column cm  
Excl agency comm

**20 000 Monthly Distributed Free:**  
Walkerville  
Apple Orchids  
De Deur  
Kanana Park  
Savanna City  
Eikenhof  
Meyerton  
Roshnee

SIZE	NET	3 MONTH
<b>Full Page</b> 390mm (H) X 265mm (W)	R 15 444.00	R 13 127.40
<b>Half Page</b> 200mm (H) X 265mm (W)	R 7 920.00	R 6 732.00
<b>Quarter Page</b> 200mm (H) X 130mm (W)	R 3 960.00	R 3 366.00
<b>10x4</b> 100mm (H) X 130mm (W)	R 1 980.00	R 1 683.00
<b>Biz Card</b> 50mm (H) X 65mm (W)	R 495.00	R 420.00

**PAMPHLET RATES**

Per 1000	Pages	Rate
	1-8	R 798.00
	10-16	R 862.00
	18-24	R 912.00

**Advertising Deadline**  
7 days prior to publication

**Editorial Deadline**  
6th & 13th

**Ready Material**  
3 days prior to publication

**Production Format**  
Saved PDF 400 dpi

**Payment**  
Payable on order via Electronic Banking / Direct Deposit

**Additional Charges**  
Front and back page bookings rate doubled - additional 100%

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# OUR STORY

## 33 Years on: Three Papers. One Purpose.

Imagine a world where every community has a voice. Where stories that matter are told, heard, and acted upon. That's the world my team and I at Xenor Projects have been building – page by page, post by post, for more than three decades.

Our journey began in the late 1980s, when I volunteered as editor for the Civic Association of Lenasia South's (CALs) newsletter. As an activist with a pen and a purpose, I launched my first formal publication in March 1992 a bold move during the dark days of apartheid - to ensure the voices of Lenasia South and Ennerdale were no longer ignored.

Back then, the publication - *Southern Globe* - was a vociferous voice against injustice, highlighting the everyday impacts of the Group Areas Act and calling power to account. It has since evolved into *Globe Post*, and together with *Orange Farm News* (launched in 2012) and *Walkerville & Savanna City Times* (launched in 2015), we now run three hyper-local community newspapers that remain deeply embedded in the communities we serve. These efforts were strengthened by my co-publisher, Sheldon Govender.

Being a *woman of colour publisher in South Africa during the first two decades* of democracy was no easy feat. Access to funding, recognition, and support was scarce - but our *essence was forged in this fire of resilience and purpose*. That spirit remains at the heart of everything we do today.

We have *never missed a single print deadline in 33 years*. Through regime changes, riots, pandemics, and political shifts, we have stayed true to our mission: To inform, educate, amplify grassroots voices, and hold the powerful accountable - while also guiding readers through the everyday challenges of life.

We believe that *informed communities are essential for civic health and a stronger democracy*. This is why, despite being a small independent newsroom, we've embraced digital transformation – from Facebook and website platforms to WhatsApp news groups – meeting our readers where they are, on their terms.

We are proud to be one of only 10 newsrooms nationally selected for the MDIF's *Amplify South Africa programme* - and we continue to evolve, upgrade, and innovate.

In 2023, our journey took another exciting turn. As part of a fact-finding mission to Ohio with the Association of Independent Publishers (AIP), I was introduced to *Solutions Journalism* - a rigorous approach that doesn't just report what's broken, but explores how communities are responding to problems with creativity, courage, and care. This was thanks to Source Media Properties in Mansfield, Ohio.

In November 2023, I completed the US-based *Solutions Journalism Network's Train-the-Trainers programme*, and in September 2024, I founded the *Solutions Journalism Institute South Africa* - a nonprofit dedicated to transforming newsrooms into sanctuaries of hope, accuracy, and community strength. Post the US trip, I participated in training workshops throughout the country, sharing lessons learnt to empower other AIP publishers.

I am committed to empowering this media space as a whole. Last year, mid 2024, I represented the community newspaper sector through talking about my sustainability efforts as a panelist at the Media Freedom Festival and in December, at the African Women in Media Conference in Dakar, Senegal.

Our newsroom is a *sacred space*, where stories are handled with respect and responsibility. As the only independent newsroom in South Africa with active community WhatsApp news groups, we are pioneering how local media connects with real people in real time.

### About our founder

**Shirley Nirmala Govender** is an independent, hyper-local media publisher with over 33 years of experience in community journalism. As an award winning publisher and journalist, she leads three township-based newspapers and serves on the Association of Independent Publisher's Sustainability Committee.

She also holds portfolios on the South African National Editors Forum Sub-committees. In 1996, she was named one of Cosmopolitan SA's seven pioneering women of colour publishers on the African continent. Her innovative business model has been profiled in academic works, including a book by the Sol Plaatje Media Institute at Rhodes University and one by the then Johnnic Publishing on winning independent publishers.

She is currently at the forefront of building a healthier media ecosystem in South Africa one rooted in accountability, dignity, and solutions.

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