



## **Talk to the town with a mind of its own**

From January 2018 Grahamstown's favourite community newspaper is going to be free.

Grocott's Mail's first edition on 11 May 1870 was a free advertising sheet. The oldest independent newspaper in South Africa will once again come to our readers for free, crossing the town's divides to reach an estimated readership of more than 10 000 people all over Makana - Grahamstown, Alicedale and Riebeeck East - as well as Kenton, Bathurst and Port Alfred.

## **About Grocott's Mail**

The community newspaper based in Grahamstown provides information that matters most to the town and surrounding areas and is the trusted platform for our diverse residents to share their own news and views.

We are committed to providing informative journalism, along with useful information, fun and educational activities and fantastic giveaways and discount vouchers from local stores. Our flagship Friday print edition is just part of the picture. For daily updated news, our audiences visit our lively interactive website [www.grocotts.co.za](http://www.grocotts.co.za) and find us on Facebook, Twitter, YouTube and Instagram.

## **Who gets Grocott's Mail and how?**

From 12 January 2018, every Friday, Grocott's Mail will go directly to 1 600 households on our delivery route across west and east Grahamstown.

A further 3 400 copies will be distributed free of charge at outlets across the town. Readers will pick up their free copies at our established supermarket partners as well as township traders, schools, tertiary and public institutions.

## **FOR MORE INFORMATION OR A QUOTE**

Call us at 046 603 7111

Email [adverts5@ads.grocotts.co.za](mailto:adverts5@ads.grocotts.co.za)



Ebit, to dolo- rae volup- tate nem illu- ptraqui quisqui cori- onecte volu- ptat maior- sit fugita pore- llest, con- rere as ea ve- lignienis re- perum rep- exlaccate none et hitatur?	volo dem so- berbus sam ab incis- imped quam, et recum, qu- untur, adige- nem faccatus a con- mosam restis mi, verum vent archi- cabore accus mi, volume	captur as acis qui dolum et velendae nusam har- chicilis derio- ad quia ve- niatet vleocla vellupti unt laceauiibus.	volupti onsen- dident.
		Alignimi, soleo cabore nullaut etus- cimintia	Mossitati- at ex est quam etur? Nullam esequat diori- re nata plis diti tem ut quibus.
			Am aliat harumquis es et volores tibernatin



Ebit, to dolorae voluptae nem illuptaqui quisqui corionecte voluptatur malore sit fugita porepellest, con rere as ea velignienis rem reperum explaccate none et

## Up to the minute news

Ebit, to dolorae  
volupitae nem il-  
luptaqui quisqui  
corionecte volup-  
tatur maiore sit  
fugita porepell-  
est, con rere as  
ea velignienis  
rem reperum ex-  
placcate none et  
hitatur?

dolorem oluptat  
ioresequi qui  
ut adis dolupta  
quam exceseque  
volo dem solo  
beribus sam ab  
inciis imped  
quam, et recum,  
quuntur, adige-  
nem faccatus a  
con commosam  
restis mi, verum  
vent archicabore  
accus mi, volume  
e s t e m q u e P o s  
expe nobitas quia

cus simos exero  
quandic tem que  
coreptatat.  
Icimus eaq-  
untem erum  
enet eicatem  
olupta estrum  
accuptur as aciis  
qui dolum et  
velendae nusam  
harchiciis derior  
ad quia veniatet  
volescia vellupti  
unt laceaquibus



Ebit, to dolorae voluptae nem illuptaqui quisqui corionecte voluptatur maiore  
sit fugita porepellest, con rere as ea velignienis rem reperum explaccate none  
at hitatur?

Ebit, to dolorae voluptatae      corionecte voluptatur  
nem illuptaqui quisqui      maiore sit fugita pore-

**Prices include VAT  
and are valid until  
31 December 2018**

5x1  
1col(4cm)x5cm  
R298.50  
or  
R199 (B/W)

5x2  
2col(8.5cm)x5cm  
R597  
or  
R398 (B/W)

10x1  
1col(4cm)  
x10cm  
R597  
Or  
R398 (B/W)

10x2  
2col(8.5cm)x10cm  
**R1 194**  
or  
**R796(B/W)**

QUARTER PAGE 20x3  
3col(13cm)x20cm  
**R3 582**  
or  
**R2 388 (B/W)**

10x3  
3col(13cm)x10cm  
**R1 791**  
or  
**R1 194 (B/W)**

FULL PAGE 36x6  
6col(26.5cm)x36cm  
**R12 895.20**  
or  
**R8 596.80(B/W)**

**Grocott's Mail**  
8 December 2017 • Vol. 147 Issue: 049 The source since 1870 [www.grocotts.co.za](http://www.grocotts.co.za) R104

8 December 2017 • Vol. 147 Issue: 049 The source since 1870

[www.grocotts.co.za](http://www.grocotts.co.za)

R10.0

R10,00 082 430 98 55

## IN THIS EDITION

# STOP THE ROT!

PAGE 2

## Dam body trial starts

PAGE 3

## Rhodes rules on name change

PAGE 5

## Amasango's shining stars

SPORT

## New Year's Cup set to roll



-2100-0878-

**FOR WINDOW AND DOOR SECURITY,  
GIVE US A CALL**

**Pick n Pay** Grahamstown



**PRICES VALID - 8 - 10 DECEMBER 2017 AT PICK N PAY GRAHAMSTOWN ONLY**  
[www.picknpay.co.za](http://www.picknpay.co.za) Customer Care 0800 11 22 88. Toll free landline only. Cellphone rates apply.  
 Pick n Pay endeavours to ensure the description of these promotional items, as listed, are correct. Some items may not stock some of these products. Please check availability. We strive to ensure all printed information is correct, but will not be liable for any errors that may occur.



HYUNDAI

BOOK NOW FOR A FREE HOLIDAY CHECK

We offer:

- \* A fully stocked parts department
- \* Qualified technicians for your peace of mind
- \* Free drop service within a 15km radius
- \* All brands of vehicles are welcome

Wheel Alignment and  
Wheel Balancing  
Combo  
R400.00 inclusive

GRAHAMSTOWN 046 622 3914 reception@lensauto.co.za ANNETTE 082 267 7755



**WE'RE LIKE DUCKS AT THE MOMENT BUT WE'RE GETTING THERE!! OUR SINCERE THANKS FOR YOUR PATIENCE AND TO OUR STAFF WHO ARE PUTTING IN SOME SERIOUS EFFORT TO KEEP UP. ENKOSI MADODA.**



The Grocott's Mail website [www.grocotts.co.za](http://www.grocotts.co.za) provides information on events in and around Grahamstown as they happen. Our local news coverage focuses on community events, courts and crime, local government and service delivery. [www.grocotts.co.za](http://www.grocotts.co.za) is also the launching pad for wider communities of interest built around our local-content strengths – particularly in the arts, science, environmental issues and sport.

## **JUNE-DECEMBER 2017**

### **The numbers:**

Averaged over the six months [www.grocotts.co.za](http://www.grocotts.co.za) had 89 634 users in 126 571 sessions with 184 251 pageviews

### **HOW DO THEY FIND US?**

Most users come to Grocott's Live via social media, but a growing number come directly to [www.grocotts.co.za](http://www.grocotts.co.za)

New visitors: 86 283 (68.2%)

Returning: 40 288 (31.8%)

### **WHO ARE THEY?**

91.8% South African

46.2% female, 53.8% male

Most in 25-34 (26.55%) followed by 18-24 (18.91%) then decreasing with each age bracket to 65-plus (9.11%)

### **WHAT ARE THEY READING?**

Human interest is at the heart of Grocott's and our readers, particularly the tragedies and triumphs of people they know. Sport, motoring and public service information remain important to our audiences.

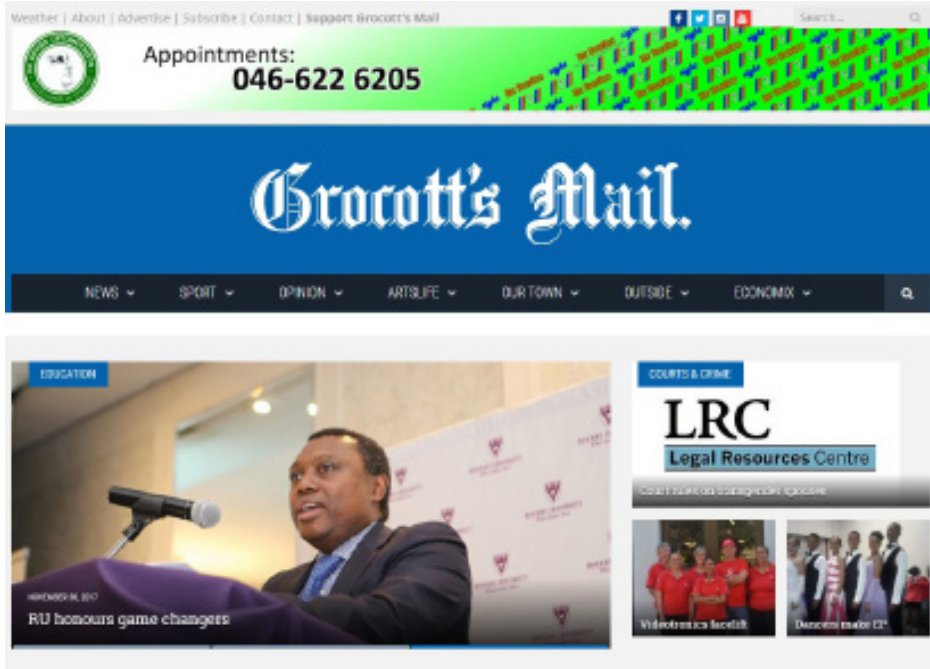
Analytics tells us that the highest standalone percentage still comes in through our home page (9.73% which is 17 928 page views). Three heartbreaking local stories, the announcement of the Springbok squad, a motoring story about a visit to the VW Museum; SASSA hours during the festive season and a punchy post-National Arts Festival analysis by its CEO were what our audiences most wanted to read about.

### **GROCOTT'S SOCIAL MEDIA**

Grocott's Mail has a lively social media presence, with Facebook proving our most lively forum for audience interaction, followed by Twitter, YouTube, Instagram and Whatsapp.

Over the past six months Grocott's has reached our audiences through:





## G M Website advertising

### Display advertisements

- Top banner (full width): R1000/month.
- Small block top right (300 x 150): R500/month.
- Medium block middle right (300 x 250): R600/month solo.
- Click-through to your website or Facebook page: additional R100.

### Featured article

- Advertorial (up to 450 words plus 4 photos) which will be published on Grocott's LIVE, featured on the homepage for one day - Price: R350.
- Click-through to your website or Facebook page: additional R100

**f FACEBOOK**  
**Grocotts Mail**  
 8 469 page likes; Post reach: 37 341 people per month; Post engagements (likes, comments, shares): 23 911 per month;

#### WHO ARE THEY?

Most 25-34 Least 65+  
 Significantly more women than men, particularly in the 45-54 and 55-64 age groups.

**Twitter – 28-DAY SUMMARY**  
**@Grocotts**

Tweets: 24 27.3%  
 Tweet impressions: 19K 37.3%  
 Profile visits: 593 46.7%  
 Mentions: 21 25.0%  
 Followers: 3 311 8

**YOUTUBE**  
**Grocotts Mail**  
 1 800 video views per month.


**Instagram**  
**@grocottsmail**  
 Ideal for a strong image with a message.

**GROCOTT'S DIRECT**  
 1 222 Subscribers (and growing) opt in to our weekly news update direct to their inboxes.

## GROCOTT'S SOCIAL MEDIA

**Display advertisements: Facebook**   
 • Page top banner spot 30cmx4cm for 5 days: R850  
 • Top pinned post for five days: R500  
 • Posted on our timeline: R100  
 • Posted on our timeline and boosted for 5 days: R250-R350  
*Statistics provided.*  
*Click-through to your website or Facebook page: additional R100*

**Display advertisement: Twitter**   
 • Tweet pinned for 5 days (photograph plus 280 characters): R500  
 • Photograph plus 280 characters: R100 (once-off)  
*Statistics provided.*  
*Click-through to your website or Facebook page: additional R100*

**Display advertisement: Instagram**   
 Photograph plus 50 words placed once: R100  
 Link to your Facebook page or website  
*Statistics provided.*  
*Click-through to your website or Facebook page: additional R100*

**Combined social media package**     
 • One Facebook post, one Tweet and one Instagram post (to be supplied by client, posted at client's preference of date/time, and all linking to destination of client's choice): R350 once-off.  
*Statistics provided*

## GROCOTT'S DIRECT



**Grocott's DIRECT email newsletter sent weekly on Tuesdays**  
 • Top banner (full width): R250 per edition  
 • "Top main story" ad: R350 per edition  
*Statistics provided.*  
*Click-through to your website or Facebook page: additional R100*

**Display ad/story combination**  
 • Banner ad plus story and photo (both supplied): R450  
 • Banner ad plus story (Grocott's produces advertorial): R550  
*Statistics provided.*  
*Click-through to your website or Facebook page: additional R100*

**Advertorial story only**  
 • Featured advertorial story and photo (both supplied): R350  
 • Featured advertorial story and photo (Grocott's produces advertorial): R450  
*Statistics provided.*  
*Click-through to your website or Facebook page: additional R100*

## THE WORKS



**Combined package R 2 500**  
 • Advertorial (up to 450 words plus 4 photos):  
 • Published once in Grocott's Mail (with one photo) and on Grocott's LIVE (four photos)  
 • Featured on the homepage of Grocott's LIVE for one day  
 • Featured in one edition of the Grocott's DIRECT weekly email news update  
 • Posted once each on Grocott's Mail Facebook and @Grocotts Twitter.  
*Statistics provided.*  
*Click-through to your website or Facebook page: additional R100*