

Free Sunday newspaper launches in April

The tame Group will launch the first free Sunday newspaper in Kathorus, East Rand with a 55,000 print run on Sunday 3 April 2016. The Ads24 mass-market newspaper, *Kasi on Sunday*, will offer advertisers access to Sunday readers, who are relaxed and receptive to messaging.

The distribution strategy for *Kasi on Sunday* will be 75% door-to-door and 25% bulk drops at taxi ranks, bus and train stations, shopping centres, churches, sporting events and shebeens.

For more, visit: <https://www.bizcommunity.com>