

***The Citizen* cuts cover price**

As of 1 January 2010, the cover price of *The Citizen* has been dropped by 33%, Monday to Friday.

The Citizen

The decision was apparently taken in response to the newspaper's Freaky Friday campaign that ran in October/November 2009. In that campaign, the purchase price was reduced to allow more news hungry readers to enjoy access to local, international and sports news, as well motoring, auctions, horse racing, casino lifestyle, entertainment stories at an affordable price.

"Last year's test campaign during which we dropped our cover price on Fridays, led to a surge in sales on those days. It proved that even in recessionary times, the public want to stay informed," said Greg Stewart, the newspaper's publisher.

Stewart said the newspaper was challenging all South African companies to consider their price increases in 2010. "Bold and courageous actions are needed to get our economy back on track and to relieve the pressure on poor and middle-income citizens, and to create more employment. We're hoping our initiative will inspire more of corporate South Africa to do the same,"

The newspaper now sells at R3 Monday to Friday, down from R4.50 and the reduction will remain in place for the foreseeable future.

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