ADOPT OR DIE
WHY Advertise with us

2nd largest daily newspaper
Distributed Nationwide
Reaches all 14 Regions
Reaches 80% of 121 Constituencies
Distributes over 3 million copies a year
One copy read by 6 people
Read News in your Indigenous language

Monday Silozi

Friday (Kundana) Oshiwambo

Thursday Rukwangali

Friday Ojiherero

Tuesday Khoekhoegowab
Readership

Age Groups

- 16-19
- 20-24
- 25-34
- 35-44

Age Groups
DIGITALIZATION KEY DRIVERS

JAN 2019

DIGITAL AROUND THE WORLD IN 2019
THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION
7.676 BILLION
URBANISATION:
56%

UNIQUE MOBILE USERS
5.112 BILLION
PENETRATION:
67%

INTERNET USERS
4.388 BILLION
PENETRATION:
57%

ACTIVE SOCIAL MEDIA USERS
3.484 BILLION
PENETRATION:
45%

MOBILE SOCIAL MEDIA USERS
3.256 BILLION
PENETRATION:
42%

HPP Desired Outcomes Indicators and Targets

<table>
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</thead>
<tbody>
<tr>
<td>% Population Coverage (News)</td>
<td>50</td>
<td>70</td>
<td>75</td>
<td>80</td>
<td>85</td>
<td>90</td>
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<tr>
<td>% Access to online news</td>
<td>30</td>
<td>50</td>
<td>60</td>
<td>70</td>
<td>75</td>
<td>80</td>
</tr>
<tr>
<td>% Newspaper distribution coverage</td>
<td>66</td>
<td>75</td>
<td>80</td>
<td>85</td>
<td>90</td>
<td>95</td>
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IMPACT OF DIGITALIZATION ON NEPC ENVIRONMENT

CIRCULATION

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<th>2010</th>
<th>2019</th>
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<td>25,000</td>
<td></td>
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<tr>
<td>2019</td>
<td>12,000</td>
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Returns

<table>
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<tr>
<th>Year</th>
<th>2010</th>
<th>2019</th>
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<tbody>
<tr>
<td>2010</td>
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<td>5%</td>
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<tr>
<td>2019</td>
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<td>25%</td>
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</table>
DIGITAL TRANSFORMATION

257k

31k

47k
Online Advertising

Display Ads
YouTube Ads
Social Media Ads
Video Ads
Banner Ads
In-App Ads
Email Ads
Native Ads
Affiliate Links
Text Ads

Use of the Internet as an advertising medium

ADOPT OR DIE
ADOPT OR DIE

13,000 SUBSCRIBERS

Create a Community
Newsletter
Podcast

E-PAPER
SUBSCRIBE NOW!

Step 1: Open the website through the
https://www.neweraonline.net. Press the top right
register button.

Step 2: Enter your details (Name, Surname, existing
Email address, Password). Your email address
and the password that you choose will be what
you use to log in.

Step 3: Once you have registered and logged in, the
ePaper button will be the last button on the
top right side of your screen, just before the
search button. Click the ePaper button.

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and enjoy news as fresh as bread in the morning, with your morning cup.
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• CLASSIFIEDS
• PODCAST
• E COMMERCE
• LIVE STREAMING
• “PENNY WISE OR POUND FOOLISH”