

# Horizon

## Newspaper

Empowering minds  
since 1979

10 000 FREE COPIES MONTHLY  
 \* Eldorado Park \* Kiptown \* Bushkoppies \* Ennerdale  
 \* Freedom Park \* Devland \* Naturena \* Azadville,  
 \* Lenasia Ext. 9, 10, Cbd \* Anchorville  
 \* Signet Terrace Shopping Centre \* Trade Route Mall  
 HORIZON NEWSPAPER CC. (P.O. BOX 2092/23, TIA HORISUN)



**Horizon**  
The reach where other newspapers don't.

Vol. 36 No. 3    Call: 083 343 2786    Tel: 011 855 6613    Email: horizon@horizon.co.za    www.horizon.co.za

**Regardless of the Turbulence, Put the People First**

**Renewed focuses the clouds of AHMED KATHRADA**

**NEVER TO BE REPETED INDOOR SPECIALS! TILE & BINS**

**UNBEATABLE PRICE POLISHED PORCELAIN R85<sup>00</sup>**

**Self-Catering Family Holiday Apartments**

**Maryam's**    Call 083 343 2786    www.maryamsmansions.co.za

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**CHINA'S GREATEST EXPLORER - ZHENG HE**

**Water**

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**Steps to Help You Take Control of Your Life**

**Water: Waste Not, Want Not**

**Self-Catering Family Holiday Apartments**

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## Horizon Distribution Map

*The Sky Is Not The Limit  
Advertise Beyond Your Horizon  
Maximise Your Impact*



**ELDORADO PARK,  
BUSHKOPPIES,  
KLIPTOWN**



**ENNERDALE**



**NATURENA**



**FREEDOM PARK  
DEVLAND**



**FORDSBURG,  
ORIENTAL PLAZA**



**LENASIA CBD,  
TRADE ROUTE MALL,  
SIGNET TERRACE,  
ANCHORVILLE**



**AZAADVILLE**

Average Readership 31 200  
Average Decision Makers 23 000  
Females 52.90% | Males 47.10%  
Black 39% | Coloured 40%  
Indian/Asian 20% | White 1%  
LSM 3-10

## Horizon Newspaper Empowering minds since 1979

**A Different Kind of Company.  
A Different Kind of Newspaper.**

Horizon Newspaper was established as a free community newspaper - A quality read for the whole family and a source of encouragement.

Horizon continues to serve the community today, and still strives towards creating a positive outlook by straying away from negative news.

This not only makes readers feel positive, but it also increases the shelf life of the newspaper and allows people to save articles and also share them with others, pushing its impact for advertising further and also attracting more intellectuals and a more discerned target market.

Horizon is aimed at social development, social reformation and self empowerment. Horizon works towards the empowerment of the mind, the body & the soul. Our aim is to inspire. We believe in positivity. We found "Reader's Digest" to be an inspiration to us as and decided to bring that vibe to our community, for free. We believe that in order to change the world, we need to change ourselves. We try to encourage people to bring out the best in themselves, which in return will make us stronger as a nation and better as a society.

## Local Advertisers & Chain Stores in and around our Area

### Chain Stores closest to our areas of distribution:

- ❖ **Pick 'n Pay** – (8) Lenasia CBD, Trade Route Mall, BP Garage, Nirvana Drive, Lenasia (coming soon), South Gate Mall, Mall of the South, The Glen Shopping Centre
- ❖ **Shoprite** – (5) Signet Terrace Lenasia, Eldorado Park (Shoprite Centre), Ennerdale Ext.9, Fordsburg/Mayfair (Albertina Sisulu Road), Shoprite Mini Golden Highway
- ❖ **U-Save** – (2) Lenasia South Sheffield Street, Lenasia South Peacock Street
- ❖ **Checkers** – (2) Southgate Mall, Mall of the South, The Glen Shopping Centre
- ❖ **Food Lover's Market** – (2) Lenasia, Comaro Road
- ❖ **Spar** – (7) Eldorado Park (Boundary Road), Ennerdale (Cnr. Town & Main Roads), Walkerville, Florida Junction, Florida Market, Gold Reef, Ridgeway Gardens
- ❖ **Check-Out** – (2) – Lenasia (old Standard Bank, Lenasia Anemone Street)
- ❖ **Game** – (6) Trade Route Mall, South Gate, Mall of the South, The Glen Shopping Centre, Alberton, Soweto
- ❖ **Woolworths** – (6) Eldorado Park, Ennerdale, Trade Route Mall, The Glen Shopping Centre, Mall of the South, Florida, Robertsham
- ❖ **Makro** – (2) Crown Mines, Clearwater (Makro Crown Mines has advertised with Horizon several times in the past, as well as Jumbo Cash & Carry)
- ❖ **Other Stores:** Bradlows, Joshua Doore, House and Home, Ok Furnishers, **Fairprice (advertised with Horizon for several years)**, The Bed Shop, Tupperware, DIY Depo, PG Glass, PAS, Multiserv, Dial-A-Bed, Home Mark, Verimark, Sheet Street, Mr Price Home, Pep Home, Glomail, Builders Warehouse, Cash Build, Vodacom, Vodacom 4U, Chatz Cellular, MTN, **Cell C (has advertised with Horizon for a long time previously)**, Makro (Crown Mines has advertised with Horizon many times previously), Clicks, CNA, Craze Store, Game, Hi-Fi Corporation, Timber City, Tile Africa (has advertised with Horizon), Cash Crusaders, **Torga Optical (has advertised with Horizon)**, **Mica (has advertised with Horizon)**, **Goldwagen (advertises with Horizon periodically)**, Matrix Warehouse, Tekkie Town, Jam, Nike, Total Sports, Sports scene, The Cross Trainer, Kodak Express
- ❖ **THE RAND SHOW**
- ❖ **JOHANNESBURG HOMEMAKERS EXPO**

### Shopping Malls Closest to our Areas of Distribution :

- ❖ Trade Route Mall
- ❖ Signet Terrace Shopping Centre
- ❖ Oriental Plaza
- ❖ China Malls
- ❖ Shoprite Centre Eldorado Park
- ❖ Eldorado Park Shopping Centre
- ❖ Protea Gardens
- ❖ Maponya Mall
- ❖ Southgate Mall
- ❖ Southgate Value Mart
- ❖ The Glen Shopping Centre
- ❖ Mall of the South
- ❖ Carlton Centre
- ❖ Newtown Junction Mall
- ❖ Joburg Mall
- ❖ The Zone at Rosebank
- ❖ Rosebank Mall

## Demographics

READERSHIP		LSM	
White	1%	<b>3-10</b>	
Black	39%		
Indian	20%		
Coloured	40%		
AGE		LSM 10	3%
00 – 19	5%	LSM 9	10%
20 – 24	36%	LSM 8	21%
25 – 49	44%	LSM 7	29%
50+	15%	LSM 6	28%
GENDER		LSM 5	5%
Male	47.1%	LSM 4	3%
Female	52.9%	LSM 3	1%

## Distribution Areas

- Eldorado Park
- Bushkoppies
- Kliptown
- Lenasia Ext. 9, 10, CBD, Shopping Centres
- Anchorville
- Ennerdale
- Fordsburg and Oriental Plaza
- Azaadville
- Naturena
- Freedom Park and Devland