

***Queenstown Express* launched in Eastern Cape**

Media24 has launched *The Queenstown Express*, with an initial print run of 20,000 copies, to serve this centrally located community in the Eastern Cape. It reaches a small population that has not had access to its own free local newspaper. With its radio partnership with VukaniFM community radio station, the newspaper is the perfect mass market offering for national and government advertising. It creates a link to other local Express titles in the Transkei, extending the reach for advertisers across the Eastern Cape region. The content is bi-lingual in English and Afrikaans and readers can look forward to their town's personalised content every Thursday. The content includes local municipal, school, entertainment and lifestyle news, as well as sport and motoring.

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