

# ***Sunday Times* launches property section 'Neighbourhood'**

The *Sunday Times* will be introducing a new property and lifestyle section in the newspaper titled '*Neighbourhood*', which will launch in the Sunday 5 July edition.



Shaun Minnie, CEO of Creative Group which produces *Neighbourhood* exclusively for the *Sunday Times*, believes readers gain great insight when viewing property in print. "Although people search for property online, there is no better way to gauge what an area is like, who the most successful agents are, or even what the average house price is, than when it's laid out in front of you in a newspaper. It helps buyers and sellers get a very solid overview of what is taking place in the market."

While the *Sunday Times* remains a national publication, approximately 60% of *Neighbourhood* content will be tailored to deliver greatest relevance to readers in the regions. The balance of content will cover national property and lifestyle features.

Regular columns will include an Agent Q&A, Property Finance advice, Development and Showhouse features, amongst others.

On 5 July 2015, the first Johannesburg edition will contain 192 pages, and the first KZN edition at least 112 pages of property and unique lifestyle content for readers. The Pretoria edition will appear as from 12 July 2015. The *Property Junction* section in the Western Cape will become *Neighbourhood* as from 5 July as well. Later in the year, *Neighbourhood* will be extended to Port Elizabeth.

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