

NAB Africa moves into the *Public Eye*

The Newspaper Advertising Bureau (NAB) Africa has added Lesotho newspaper, *Public Eye*, to its stable, adding to its existing footprint of newspapers in Namibia, Botswana and Swaziland.



"The *Public Eye*'s popularity is due to its credibility and independence from any external influence," says Robin Dukoff-Gordon, NAB Africa. "In addition, the newspaper boasts the highest calibre of journalists who consistently provide quality journalism in southern Africa."

"Apart from offering readers a variety of news through its categorised sections from human interest to business and politics, *Public Eye* offers a weekly eight-page supplement published in Sesotho. Another product is a glossy seasonal magazine entitled 'Eye on Tourism', published as an insert four times a year," he says.

Dukoff-Gordon adds that its newest addition will add even more value to current and potential advertisers wanting to reach decision makers in Lesotho. "To move into Lesotho is a natural progression for us - the demand from readers for local advertising content is high and many retailers and advertisers realise the golden opportunities Africa and its residents present."

Public Eye has its own printing press and its own distribution within Lesotho and the Eastern Free State, making it a reliable medium of advertising. Its distribution includes all districts of Lesotho, as well as the following areas of the Eastern Free State: Bloemfontein, Botshabelo, Thaba-Nchu, Ladybrand, Ficksburg, Bethlehem and Qua-Qua.

The newspaper exists to serve as an independent forum for the sharing of opinions; to understand and express popular feelings, to raise awareness of public issues, to provide editorial and advertising information regarding development plans and methods, to aid the growth of literacy, to report development news, successes and failures; to act as watchdogs on government and public organisations and to promote and protect the freedom of expression.

For more, visit: <https://www.bizcommunity.com>