

# Penetration of digital and print challenged at AMASA

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*Confirmed for the afternoon of 6 March, Pete Langschmidt of ConsumerScope delves into the 'Real penetration of South African print and digital media.' According to his presentation 'the fact of the matter is that newspaper and magazine readership is impossibly high, not unbelievably high, impossibly high.'*



In his presentation, Pete will challenge reader per copy figures, espouse on AMPS and AdEx figures and look at the effectiveness and accessibility of digital media and media consumption by lifestyle levels.

"At AMASA we're always looking for topics that will draw debate from our industry and we're confident that Pete's presentation fits that bill," says AMASA's Chairperson Lyn Jones. "We look forward to a healthy attendance and identifying a real way forward following this

discussion."

Members and non members are invited to join the presentation at no cost which will be followed by a Q&A session.

For more on AMASA, like us on Facebook ([AMASA Jhb](#)) or visit our website: [www.amasa.org.za](http://www.amasa.org.za).

Remember to bring along your business card for the monthly draw of R1000.

Date: Wednesday 6 March 2013

Venue: SterKinekor, Preview Theatre, Primovie Park, 185 Katherine Street, Sandton

Time: 4:00pm for 4:30pm

" **E-commerce landscape in SA - Insights and trends for marketers?** 1 Dec 2021

" **Amasa forum event is back at the normal venue: Advertising spend is up - has the industry turned the corner?** 9 Nov 2021

" **Amasa Media Management in Brand Building online course with Vega School: 1 July-9 September 2021** 18 May 2021

" **Amasa presents She Leads. She Empowers. The Unique Qualities of Women Leadership - 31 August 4.30pm** 28 Aug 2020

" **Amasa Ignite Webinar Forum - Purpose-driven conscious marketing** 28 Jul 2020

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