

# New newspaper for Port Elizabeth bucks the trend

In an era where print is declining, [Derrick Spies](#) is launching *Metro*, a new fortnightly tabloid publication launching in Nelson Mandela Bay in April 2012.



*Metro* mock-up

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*Metro* will be a new issue with an initial print run of 20 000 distributed via knock and drop to households in the LSM 7 to 10 category. Spies ([@DerrickSpies](#)), who has over 12 years' experience in print media industry in the Eastern Cape, and has worked for titles such as *The Herald*, *Die Burger* and *Daily Dispatch*, will publish it through DSC Media, a media consultancy established by Spies in 2009.

"The aim of the publication is to provide our readers with quality local, national and international content, free of charge, delivered to their doorstep," said Spies.

## "Relevant, quality news"

He added that the publication is modelled on international free papers, which provide informative news, entertainment and sports coverage, at no cost to the reader. "If you look at global trends, paid for publications are seeing a dramatic decline in circulation, while free publications are growing," he says.

"This is not just another community newspaper, carrying the standard soft news stories to fill the spaces where advertising could not be sold. Rather, the focus is on providing a relevant, quality news product that will stand up to the existing paid for publications currently in the market."

Spies said to this end, editorial was king, with the publication's advertising loading between 40-45%, which was much lower than existing free publications. "Despite this, we are able to offer good rates when compared to our competitors."



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## Strong web presence

The print publication would carry more in-depth local stories, entertainment and sport, as well as a wrap of the previous week's top international news, while up to date, breaking news would be carried online, via the publication's strong web presence, [www.metronewspaper.co.za](http://www.metronewspaper.co.za) that has already launched and is updated daily Monday through

Friday.

"To this end, the newspaper has entered into an initial yearlong contract with the South African Press Association, which give us access to top national and international news, sport and entertainment coverage, while a team of freelance writers provide us with unique local news."

Paarl Coldset in Port Elizabeth will print the publication and a professional distribution company will handle the distribution. Although initially distributed every first and third Monday of the month, the aim is to grow the publication into a weekly by year-end. Spies also wants to see circulation grow to 50 000 by the end of next year.

For more, go to [www.metronewspaper.co.za](http://www.metronewspaper.co.za) or email [info@metronewspaper.co.za](mailto:info@metronewspaper.co.za).