



Train factory open in Nigel!

HUNDREDS OF JOBS ANTICIPATED AS GIBELA RUNS FULL-STEAM

Residents of Nigel are celebrating the opening of the new train factory in Nigel, which is expected to create hundreds of jobs. The factory is part of the Gauteng Rail project and is expected to start producing trains in 2021.

TEENAGER CAUGHT WITH JUNGLE KNIFE AT SCHOOL! Page 2

"AMA-PAKS, ISINKWA ANDEKE AFANEKE INTEL!" - MDOHWE Page 4

HOW CHRISTIANO RONALDO MADE IT! Page 12

GAUTENG'S NEW DAWN ON THE HORIZON!



Members of the Gauteng Provincial Legislature pose for the media after the 137th Opening of the Legislature on Monday, February 26. The official opening ceremony for the Premier David Makhosini to deliver the State of the Province Address.

Idolobha likugede nya ukungenelwa zikhukhula kukagogo (80) emva weminyaka engama-32 esokola!

Sewuyiphupho nje kugogo wasendaweni yase-Daveyton, uGladice Sechai, obehlulwa zikhukhula emva kweminyaka engamashumi amathathu nambili enganakiwe. **Indaba ku Page 3**



Protesters in Johannesburg are demanding the release of political prisoners. Gladice Sechai is one of the protesters who has been in custody for over 30 years.

IEC has year to address voters roll! - Con Court

"There are currently 26.1 mill. registered voters on the national common voters' roll." - IEC

READ FULL STORY ON PAGE 4

The Constitutional Court has ruled that the Independent Electoral Commission (IEC) has a year to address the voters roll. The court found that the IEC's current process for updating the roll is not sufficient.



OCTOBER TRANSPORT MONTH

#OTM_SA2018

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1 year's | comprehensive insurance*
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GAUTENG'S ONE STOP SHOP FOR INVESTORS HAS OFFICIALLY OPENED! Page 4

STRUGGLE HERO CHRIS HANI REMEMBERED BY POLITICAL HEAVYWEIGHTS! Page 5

SENLOPHA SA AFRIKA BOROA SE ENTSE HANTLE LUPAPALING TSA COMMONWEALTH! Page 12

16 DAYS of Activism

of no violence against Women and Children

GBV ROBOT
#HearMeToo! A Woman of Fortitude

25 NOVEMBER - 10 DECEMBER

METSENG YA EMFULENI BA PHOHOLA MATSATSI NTLLE LE METSI!



Bala sehlooho se reng ka hare...

Gauteng praises Lesedi!

Quality of Life survey reveal municipality's positive contribution to service delivery!

"The Lesedi Local Municipality has contributed positively to the Gauteng 10th Edition City Region Observatory 2018 Quality of Life survey (GCRQS)." This is according to the Gauteng Premier David Makhosini when he delivered the keynote speech at the release of the results on November 13 at the University of Johannesburg.

Premier Makhosini commended Lesedi Local Municipality Mayor Cde. Lesedi Makhosini for her efforts to ensure the municipality is stable and does well in various areas of service delivery. Lesedi is amongst Johannesburg Metro and Mogale City in general, although outperformed by Ekurhuleni Metro and Midrand towns.

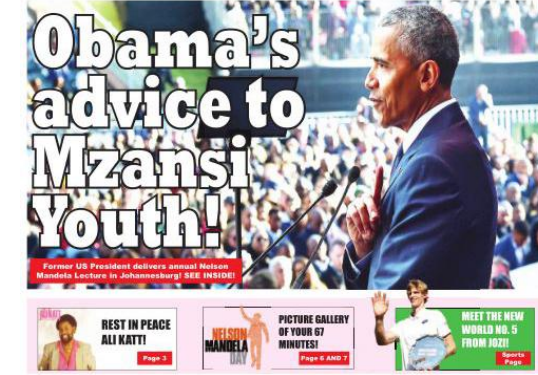
Since March 2017, the municipality has engaged in various service delivery activities like: reporting potholes and roads, maintenance of parks, improving road markings and signs etc. The more and officials Municipality goes to communities.

Lesedi continues to improve the quality of life of its residents. The survey results show that the municipality is doing well in various areas of service delivery.

Continues on Page 4

Obama's advice to Mzansi Youth!

Former US President delivers annual Nelson Mandela Lecture in Johannesburg! SEE INSIDE!



uHulumeni uzogcina isithunzi ngokunikezelela ngamatayitela kwizakhamuzi zase-Devon.



THE MAN WHO FAUGHT APARTHEID WITH A PEN Page 10

PHOTOGALLERY #TOPACHEIEVERS Page 7

HALALA RABADA SPORT: Page 12

ALBERTINA SISULU Centenary 2018

A Woman of Fortitude



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CELEBRATING FREEDOM DAY

Freedom Day is a public holiday in South Africa, commemorating the end of apartheid and the birth of the new South African Republic.



WHO IS MAPEPEZA?

First published on September 2013, Mapepeza Community Newspaper, or Mapepeza Newspaper is born in Heidelberg under Lolliepop Trading & Projects (Pty) Ltd, a 100% black-owned company.

The Newspaper was founded and owned by Mr Anatola Mofoka, the Director of Lolliepop Trading and Projects (Pty)Ltd (Publisher). Mapepeza Community Newspaper is managed by co-founder and editor/manager Mr Stephen Seakgwe.

This newspaper idea came from a need of a southern Gauteng region media publication, which is both relative and informative to the community. Existing commercial media have not regarded a change for diversity in their ways of providing news and information to society.



OUR VISION

Engaging, Educating and Empowering the communities of the South Africa through media content and platforms.

Mapepeza aims to become a trusted national media which is a mouthpiece for the communities it serves with news and information. ***Mapepeza*** is the vehicle that independently publishes local and national coverage of news content through its print and online media platforms.

Mapepeza's vision seeks to promote ownership of media by historical disadvantaged communities as stipulated in section 3(i) of the Media Development and Diversity Act 2002, encourage ownership and control of, and access to media by historically disadvantaged communities as well as by historically diminished indigenous language and cultural groups.



STRATEGIC AIMS

Mapepeza Newspaper has a vision for making a significant contribution towards media diversity, by being a media platform that encourages ownership and active participation in various media channels within the communications industry.

As a media house that understands its people, we are aiming to growing Mapepeza Media for these purposes:

- * Adult Literacy (Content suitable for people young/old to read, and properly translated in Zulu & Sotho etc.).
- * Use of African languages in news, information, notices and advertising across all media platforms.
- * Provide factual news and information in a readable format (larger text) for people with vision and reading difficulties (the elderly and visually impaired).
- * Active role in the community as not only the “Guide-Dog” but also as the “Watch-Dog”
- * Promote employment and other opportunities through vacancies/tenders/notices on the newspaper.
- * Aim to COMPLEMENT and NOT COMPETE with media innovations like social/online media e.g. Media Houses act as the 'Content Curators' of news and information - filtering the facts from the fake news.
- * Marketing platforms for local business establishments through advertising, publicity etc.
- * Encourage an informed, educated and empowered society that can make decisions and acts in the best interests of a democractic South Africa.

HISTORY TO DATE

First published on September 2013, ***Mapepeza Community Newspaper***, or ***Mapepeza***; has grown to become a household name in local news, views and opinion for people all over southern Gauteng.

Established in: Heidelberg, Gauteng, South Africa
Founder: Anatola Mofoka a.k.a Lolliepop
Publisher: Lolliepop Trading and Projects (Pty) Ltd
Current Editor: Stephen Seakgwe

This newspaper idea came from a need for a multi-lingual Gauteng regional publication, which is both relative and informative to the communities.

Existing media did not use any of the indigenous African languages, which are spoken by almost 70% of the districts population.

ENGAGING, EDUCATING AND EMPOWERING COMMUNITIES
Mapepeza

PRINT: Weekly Community Newspaper

OUTDOOR: Billboards & Wall advertising

DIGITAL: Digital Out-Of-Home media

TA: Lolliepop Trading & Projects (Pty) Ltd

ENGAGING, EDUCATING AND EMPOWERING COMMUNITIES
Mapepeza
NEWSPAPER

ENGAGING, EDUCATING AND EMPOWERING COMMUNITIES
Mapepeza
OUTDOOR

CIRCULATION

Mapepeza Newspaper publishes 10 000 copies weekly with average monthly reach to about 85000 people in the southern region of the Gauteng and Mpumalanga provinces (highveld region).



DISTRIBUTION

Print Distribution methods:

Free-fetch at qualified retailers, government offices, libraries, community centres, shools etc. Street agents in taxi rank, CBDs and townships, Door-to-door delivery at clients/ stakeholders' offices and events etc.



Digital Distribution methods:

The digital copy is distributed through the following platforms: Email database, Issuu, Whatsapp Facebook and website



Home Delivery



+ Desktop



+ Tablet



+ Mobile

DISTRIBUTION MAP



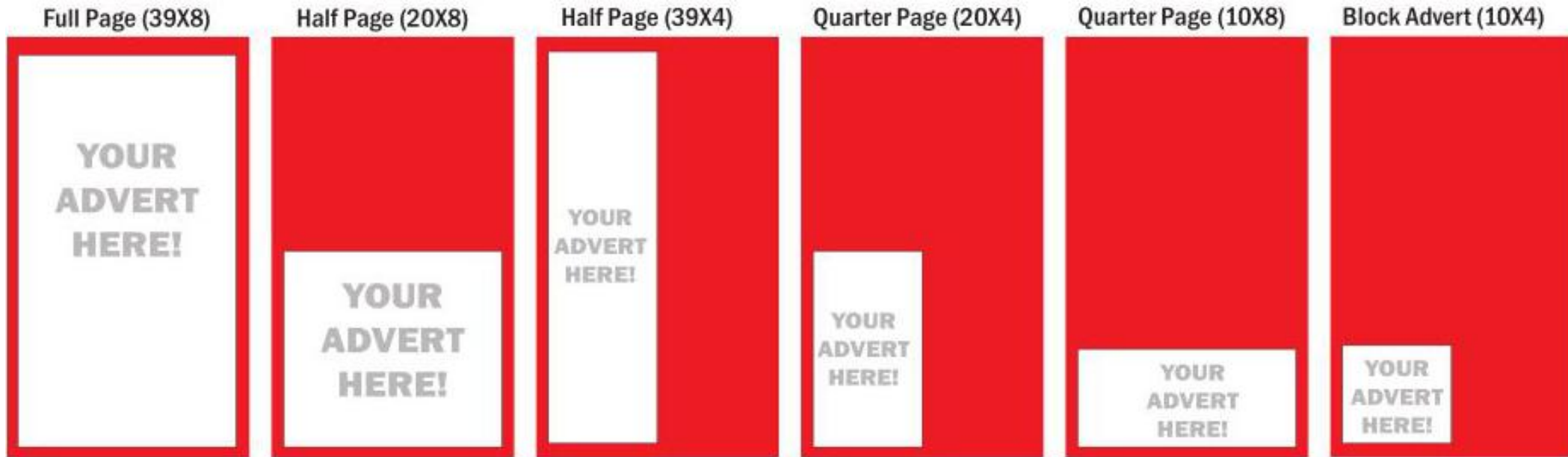
CITY OF EKURHULENI:

Boksburg, Katlehong, Nigel, Zonke, Springs, Vosloorus, Tsakane, Duduza, Thokoza, Kwa-Thema, Germiston CBD
REACH: 35000 people monthly

SEDIBENG DISTRICT: Ratanda, Heidelberg, Mamello, Sebokeng, Vereeniging, Devon/Impumelelo and Balfour (Mpumalanga)
REACH: 45000 people monthly

GERT SIBANDE DISTRICT: Balfour, Grootvlei, Greylingstad
REACH: 5000 people monthly

ADVERTISING RATE CARD - 2020/21



Newspaper Advertising is measured by unit size called ***per-space Column cm.***
(1 Column= 31mm width) There are a total of 8 columns per page in the newspaper.
The advertising rate is: R100 full colour and R65 black/white advertisements.

The rate is combined with the ordered size and the price is determined.

Example: 1x full page advert at R100 rate = (39cm x 8col)(rate R100)= R31,200.00

WHY MAPEPEZA?

- We publish information that helps people become aware of services and programmes that have the potential to help in some way with problems they encounter in their lives, e.g. Government programmes like EPWP and CWP for job creation opportunities.
- We provide accurate and fair news, current events, opinions and interest features – in languages and contexts the people understand. Mapepeza Newspaper subscribes to the South African Press Code that prescribes news that is truthful, accurate, fair and balanced.
- Mapepeza Newspaper is endorsed by Media Development and Diversity Agency (MDDA). The MDDA
- is a statutory development agency, deriving its mandate, from Section 16 and 32 of the Constitution Act No.108 of 1996, thereby providing for freedom of expression and access to information.

MAPEPEZA NEWSPAPER UNIQUE SELLING PROPOSITIONS (USPs)

- Help in translating some of the articles, information sourced for elaboration and reference into IsiZulu and Sesotho language (where possible)
- Promote all events, media content and information from our stakeholders across all active social media platforms of Mapepeza (i.e. Facebook and Twitter)
- Give preference to stakeholder-led articles and content related to be published (where possible)

MAPEPEZA NEWSPAPER ASSOCIATIONS AND AWARDS

- 100% independently Black-owned and managed - Member of the Association for Independent Publishers (AIP)
- Member of the Ekurhuleni Press Club; Recipient of the Ekurhuleni Siyaqhuba Mayoral Award - 2017
- Winner of the Gauteng Sports Awards for Best Community Media - 2019 (nominated in 2018)

OUR DIGITAL FUTURE

Brand new web application for smartphones to access ***Mapepeza Newspaper*** content 24/7/365. This application is filled with the latest, local news and information from Gauteng's communities. Links to picture galleries, videos, downloads and the eMapepeza Newspaper (digital copy) are available directly on the app. Mapepeza Newspaper, also shares its editorial content to be published and already placed on Mapepeza Newspapers on Facebook, Twitter and Google+ page – reaching online readers who access the digital copy of every released copy via phone or PC.



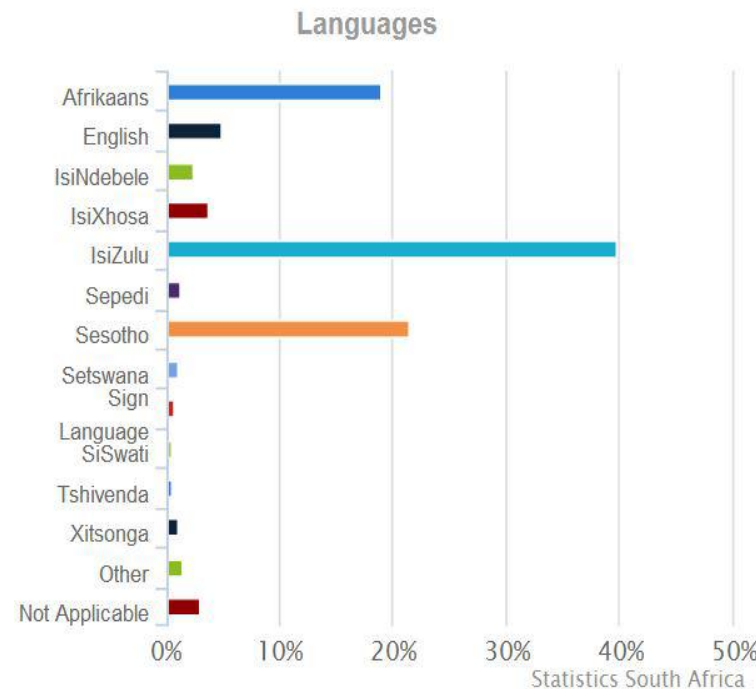
WHO READS MAPEPEZA?

Mapepeza's target group live in the Townships, and surrounding urban/rural locations. It reaches South Africans working and residing in the Gauteng province.

The paper is read by adults from 10 to 75 years old, mostly favoured by young people between 15-35.

Their average range of literacy levels goes from the semi-skilled (townships) and from the literate (school pupils and workers) to the experienced (business owners and other professionals). The average LSM is 7.

Most spoken languages: IsiZulu (39,6%), Sesotho (21,3%) - 2011 Census



Language	Percentage
Afrikaans	18,9%
English	4,9%
IsiNdebele	2,4%
IsiXhosa	3,7%
IsiZulu	39,6%
Sepedi	1,3%
Sesotho	21,3%
Setswana	1,1%
Sign Language	0,6%
SiSwati	0,5%
Tshivenda	0,4%
Xitsonga	1%
Other	1,4%
Not Applicable	3%

OUR DIGITAL FUTURE

Today, as never before, people are in a hurry. The entire technological revolution involving the Internet has a single focus: it is to increase the speed and reliability at which vital information is transmitted between and among interested parties.

www.mapepeza.online offers a Faster, Cheaper and Easier way of providing and sharing the vital local news, notices and happenings that impact our communities. Readers can quickly find information, read and write stories, share opinions and comment on a variety of subjects – 24 hours a day, 7 days a week, all year round.



MAPEPEZA FOUNDATION

Mapepeza Foundation is the media house's division for Corporate Social Investment. Since 2014, the organization has contributed in organizing several charitable events around the communities that read Mapepeza.

The events include:

- Donations of food/grocery items to impoverished families
- Partner with community stakeholders in organizing charitable events that promote social change.
- Collaborate with stakeholders in promoting charitable events like Nelson Mandela Day, educational road-shows, activations etc.



Engaging, Educating and Empowering Communities since 2013...



Mapepeza Community Newspaper
www.mapepeza.online

ENGAGING, EDUCATING AND EMPOWERING COMMUNITIES
Mapepeza

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