

***The Citizen* launches hybrid newspaper**

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The Gauteng-based daily newspaper, *The Citizen* has announced the launching of a hybrid newspaper. From 6 October 2015, its soccer supplement, *Phakaaathi* will also be published as a hybrid newspaper.

Says Eureka Zandberg, publisher of *The Citizen*, "Since its launch in July 2014, reader feedback indicated that *Phakaaathi* has been extremely popular. In order to attract potential new consumers, we decided to increase on-shelf visibility, while giving consumers the option to either get *Phakaaathi* as a supplement in *The Citizen* or buy it as a standalone newspaper."

Bigger and Better

From Tuesday 6 October, *Phakaaathi* will be published as a 16-pager, and the hybrid will be sold at selected outlets with a cover price of R2,70. It will remain on-shelf for a week until the following Monday. It will still be available as a free supplement in *The Citizen* every Tuesday.

Well-known professional sports writer, and *Phakaaathi* editor, Jonty Mark, "From 6 October, *Phakaaathi* will be packed with yet more breaking news, controversial views and in-depth features."

Phakaaathi will continue to carry quality content across various editorial pillars:

Editor's column, On the Mark

Mgosi, now two pages, including Have your say [reader views and opinion]: This will also feature online where we will categorise bigger stories, creating talking points to attract traffic and facilitate dialogue.

One betting tips page: Soccer 6, 10 and 13

Columnist: Helman Mkhalele, "Midnight Express"

Two pages international football, including European logs, bringing readers up to date with how South Africa's overseas-based players are getting on.

More soccer. Your way. Just bigger and better. Every Tuesday, from 6 October 2015.

For more information, please contact:

Zarko Jevtic

Tel: 010 492 5233

Email: zarkoj@citizen.co.za

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The Citizen is a daily national newspaper, distributed Monday to Friday, with its core circulation in Gauteng (82%). Super Saturday Citizen appears on Saturdays.

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