

# School fixtures (Print ads)

## Overview

The AWSUM School Fixtures feature is an annual feature published in the AWSUM Newspaper. The AWSUM Newspaper is a newspaper distributed via the school into each household.

It is a regional newspaper featuring local school fixtures, so parents can have all school fixtures of the region in one paper.

### DISPOSABLE INCOME:

AWSUM families have a high disposable income, ranging from LSM 7-10.

**LOYAL AND ENGAGED:** Our readers are engaged in every issue's school news.



## Target audience

## Rates & print

**Copies distributed:** 10 000

**Rate:** R3500 per ad spot

**Size:** 128mm (w) x 95mm (h)

### Print dates:

Last week in Feb 2020

Last week in March 2020

### School fixtures

Ad  
spot 1

Ad  
spot 2

Ad  
spot 3

Ad  
spot 4



“What a great edition to stay up to date with school sport.”

Johan van der Merwe, Parent



## Schools & example