

THE VILLAGER NEWSPAPER

COMPANY PROFILE



the Villager
wherever you are

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Windhoek

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www.thevillager.com.na

OUR BACKGROUND

- Omalaeti Media is a premier Namibian Company that includes a newspaper and magazine publisher, a Record label, a Technology company, an events company, a news app and many more.
- Our stable of world-class companies makes up some of the best-known brands in Namibia
- The Publications include The Villager a weekly newspaper and Prime Focus a monthly magazine.
- We also design, publish and produce Annual Reports, Expo and festival magazines as well as specialist industry magazines.

ABOUT THE VILLAGER NEWSPAPER

- The Villager newspaper was launched on June 16 2011
- The paper has become a major player in the economic development of the country with its insightful well balanced and objective reporting
- The Villager is published as a national newspaper weekly, each Monday, for distribution within Namibia
- Since its launch The Villager has proven to be the definitive news media, providing quality service by capturing the dynamics of Namibia, reflecting the reality of Namibia and seeking circulation and advertising growth while upholding the social and cultural values of the Namibian nation
- The Villager goes where others are scared to go, it captures the dynamics of Namibia, reflecting the reality of people and the Namibian social and cultural lifestyle
- The newspaper is divided in 4 main sections: News, Business, Metro and Sports
- Metro is a pull out Social section, which is also one of the most popular sections of the newspaper
- We are currently working on expanding our coverage across other sectors
- The Villager newspaper has a print run of 10 000 and a readership of 35 000 weekly



THE VILLAGER NEWSPAPER

DIGITAL PLATFORM

- The Villager has a digital platform.
- We have an online version of the paper. www.thevillager.com.na Unlike our print version the villager online is updated constantly throughout the week and we get around 45 000 hits a week on the website with an average of 3.5 pages read per visit
- Our facebook page has a community of just under 36 000.
- Visit www.thevillager.com.na or find us on facebook and twitter

OUR READERSHIP

- The audience runs the gamut from Professionals, retirees, to young high school students
- There are young and tech-savvy (Facebook, Instagram, Twitter, YouTube) users as well as those who prefer to, “smell the newsprint”
- Our audience comes to us because of our extensive coverage of issues that are dear to their hearts hence our looking at expanding our coverage across other sectors
- They are people with real challenges and realistic dreams
- They want to be kept abreast of what’s happening locally and Internationally
- They are ambitious, driven and aspirational and inspired by other people’s success
- They are willing to try out new stuff and have active social lives and time for hobbies

The Metro Readership

- The Metro pullout section is most popular amongst the youth and young working adults, but our research has also shown that the Metro also attracts the readership of White-collar employees and CEOs, MDs and Managers.



ADVERTISING

- The Villager provides platforms in print and online that positions organisations to reach their target market
- The Villager offers a comprehensive package for advertising, communication and design, bringing together a combination of advertising platforms that maximises effective reach of target markets or audiences
- Sections such as Corporate Outlook and Markets; Environment; Mining; Farming and Education; are there for companies to build a good corporate standing with the sections' readers
- The Villager advertising bases solutions on market analysis, rather than assumptions to provide our advertisers with cost effective solutions

We offer different types of adverts:

- Display adverts
- Classified adverts
- Theme supplements – Motoring, Tourism, Mining, Agriculture, Property and Shopping etc.
- Job adverts
- Tenders
- Insertions
- Online adverts (with links to your websites if required)

Contact us today to discuss how we can work together on your advertising and communication needs

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The logo for 'the Villager' features the word 'the' in a small, lowercase font, followed by 'Villager' in a large, bold, blue font. The letter 'i' in 'Villager' has a red dot. A traditional, conical hat with a wide brim is integrated into the letter 'l'. Below the main text, the tagline 'wherever you are' is written in a smaller, red, lowercase font.