

# Beeld celebrates readership status with gold Pendoring sponsorship

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*Beeld's* involvement with the Pendoring Afrikaans Advertising Awards is stronger than ever this year with the daily's upgrading to gold sponsorship status.



*Beeld GM Barnard Beukman: ... "the newspaper is one of the strongest advertising mediums for advertisers, hence our decision that gold sponsorship status of Pendoring would be fitting for Beeld."*

"*Beeld* readers have the third highest average household income of all dailies in the country. Among mainstream Afrikaans publications, *Beeld* leads the way. This makes the newspaper one of the strongest advertising mediums for advertisers, hence our decision that gold sponsorship status of Pendoring would be fitting for *Beeld*," says GM Barnard Beukman.

*Beeld* is distributed in Gauteng, North-West, Limpopo, Mpumalanga, KwaZulu-Natal and a number of Free State towns. The daily also boasts an extremely loyal readership.

"Advertisers and their agencies apply several criteria before deciding where to advertise. In difficult economic times, we believe exposure to that section of market with the highest household income is necessary for good business. This is precisely what *Beeld* offers," says Beukman.

In its own marketing activities, *Beeld* has made an interesting investment in Afrikaans advertising with an imaginative outdoor campaign that prominently propagates the Afrikaans word in several Johannesburg and Pretoria suburbs, adjacent highways and in the vicinity of the OR Tambo International Airport.

"Our outdoor campaign is but one example of how we emphasise the importance of excellent Afrikaans advertising for the Afrikaans-speaking market. The same goes for our Pendoring involvement," says Beukman.

According to him *Beeld's* credibility as a news medium is first and foremost established through the exceptional quality of Afrikaans journalism displayed in the paper. "*Beeld* is committed to remain a trustworthy and independent newspaper in which the highest international standards are maintained and even surpassed. The great number of awards the newspaper has garnered for journalistic and typographical excellence attests to this.

"Likewise, over the years, Pendoring has established itself as a true measure of the highest quality Afrikaans advertising; a sounding board where advertisers can measure themselves against the best. On top of that, the prestigious awards event is a great gathering of all stakeholders and supports - so *Beeld* will definitely join in the fun again this year," Beukman stresses.

Japie Gouws, chairman of the Pendoring board, says it's important for Pendoring that media support the Pendoring initiative, particularly in the current environment where print media are increasingly threatened by electronic advancements and developments.

"*Beeld* is one of the most important role players in the Afrikaans print media and the fact that the daily is supporting Pendoring, in no small measure contributes to the realisation of Pendoring's aims and objectives. In these changing times, *Beeld* (print media) and Pendoring (Afrikaans advertising) face daunting challenges, particularly in the current economic downturn, but we firmly believe that these markets still have significant value," Gouws stresses.

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