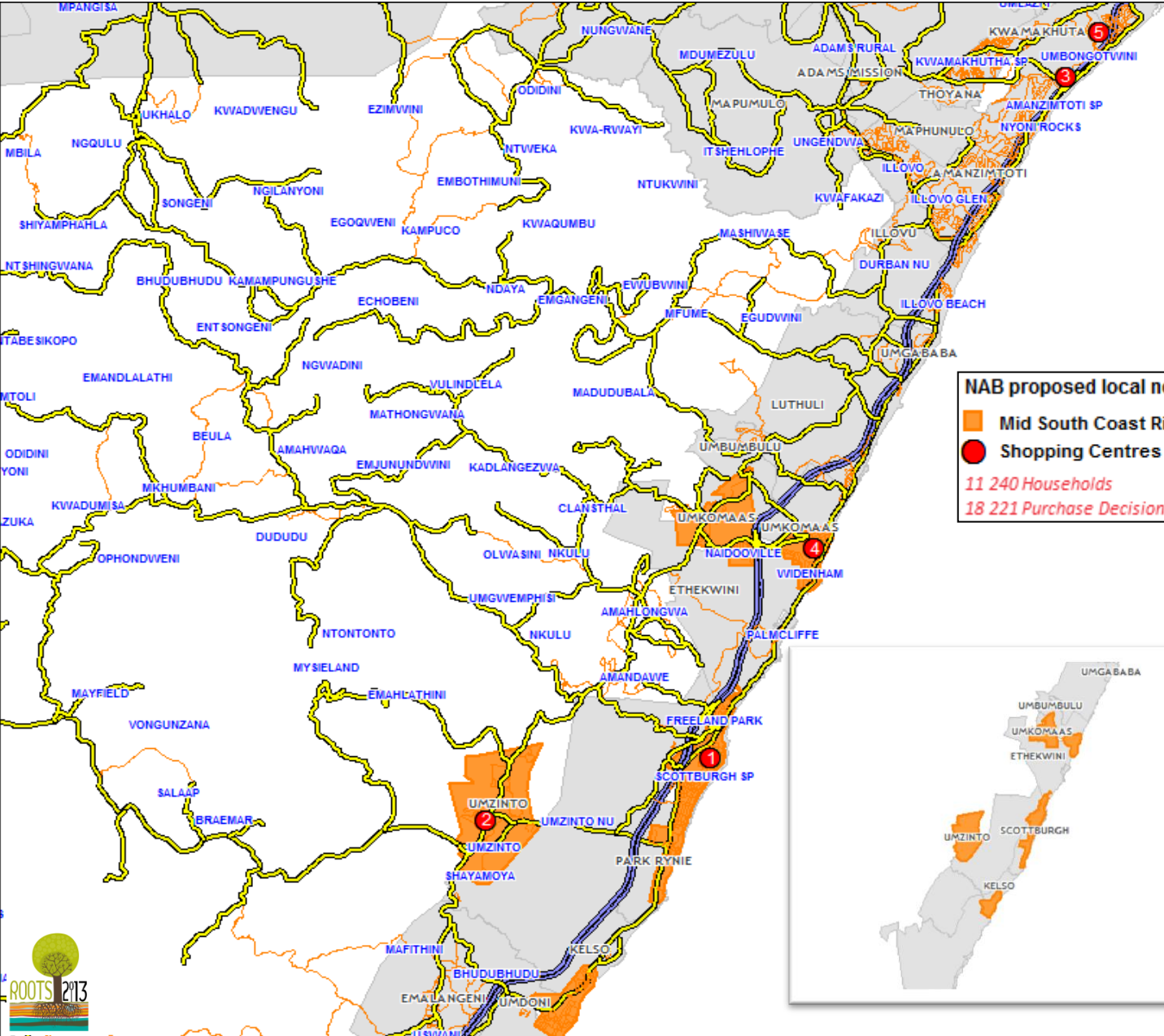


Mid South Coast – Scottburgh, Umkomaas, Umzinto



Map of Local Paper footprint and Shopping Centres in the Immediate area
Research sample drawn from households in the footprint



Wrong HH and PDM

NAB proposed local newspaper

- Mid South Coast Rising Sun Scottburg Umkomaas Umzinto
- Shopping Centres

11 240 Households
18 221 Purchase Decision Makers

- 1 SCOTTBURGH
- 2 UMZINTO
- 3 GALLERIA
- 4 UMKOMAAS CENTRE
- 5 ARBOUR CROSSING

