

The Star

THE MARKET

Founded in 1887, The Star is the oldest surviving brand in Johannesburg and, as the city's leading newspaper, has remained first with the news ever since.

Throughout South Africa's turbulent passage from apartheid to democracy, The Star has always managed to "tell it like it is" and continues to educate, inform and entertain its 618,000 readers. The country's past has made its people hungry for news and this hunger is sated by a robust, free and flourishing press.

The Star is both the biggest-selling newspaper and the most-read title in its primary market. It intends to continue to be the most authoritative daily newspaper in South Africa and Africa.

The target market is a broad range of South Africans living mostly in Gauteng, with incomes and lifestyles commensurate with LSM (Living Standard Measures) 8 and above. Although the brand targets this top end of the market, it enjoys widespread support.

The Star is now used as a carrier for FMCG (fast-moving consumer goods). Marketers now try to reach new customers by inserting samples of their products into the paper, as The Star is perceived to be reaching a desirable market.

The Star is targeting an increase in daily sales during its 120th year - 2007. This will mean an increase in market share in its primary distribution area: greater Johannesburg and the Gauteng Province in general.



ACHIEVEMENTS

Current editor Moegsien Williams was world chairperson of the International Press Institute, based in Vienna, from 1998-2000.

The Star's journalists and photographers regularly win national and international awards:

- Bruce Cameron, editor of The Saturday Star's Personal Finance supplement, won the personal finance section of Sanlam's "Awards for Excellence" in financial journalism and the 2007 "Mondi Shanduka journalist of the year award", for exposing the secret profits made by retirement fund administrators
- The Star's senior photographer Chris

Collingridge won the 2007 Mondi award in the hard news category, and The Star's picture editor Steve Lawrence won the category for feature photographs with his portfolio on the Zuma sex story

- Independent Newspapers' prize-winning environment correspondent Melanie Gosling has been awarded the 2007/08 Nieman fellowship at Harvard University
- The Star's veteran photographer Etienne Rothbart scored a double when he was named SAB's 2007 Sports Journalist of the Year and SAB's Sports Photographer of the Year
- The Star's sports writer Nkareng Matshe was named SAB's columnist of the year

HISTORY

The Star began publishing in 1873 (13 years before gold was discovered on the Witwatersrand) as The *Eastern Star* in Grahamstown. The presses were moved by ox wagon to Johannesburg in 1887, where the first edition was published on October 17 of that year. The Star was offered its pick of the block that houses the present Library Gardens. However, 47 Sauer Street won out and has remained the paper's headquarters ever since.

South Africa has always had a courageous and opinionated press. For over 40 years, the apartheid state tried to gag the country's newspapers, using legislation, harassment and imprisonment, and finally declaring a state of emergency in the 1980s. Throughout this time, The Star continued to report on all the news it could.

As former editor Harvey Tyson wrote: "Apart from threats to horsewhip the editor in the '20s when that was fashionable, and death threats to the editor in the '80s when left- and right-wing terrorism were fashionable; apart from bannings in the 19th century and legal prosecutions in the 20th; apart from the occasional burning down of buildings and the odd siege, The Star has enjoyed every moment of 'telling it like it is'.

With the arrival of democracy in 1994, South Africa's newspapers were freed from restrictions. The country's constitution now safeguards the freedom of the media, freedom of artistic creativity, academic freedom and freedom of scientific research.

THE PRODUCT

The Star and *Saturday Star* are the main brands. Subsidiary brands are *The Star Tonight*, *Star Motoring*, *Star Classifieds*, *Workplace* and the country's biggest daily business newspaper,

Business Report. The Star is the carrier for all of these.

South Africa has 20 daily and 13 weekly newspapers, most of them in English. Some 14.5 million South Africans buy the urban dailies, while community newspapers have a circulation of around 5.5 million. There is a range of general and specialised news websites which, in terms of the speed and breadth of their coverage, are on a par with the best in the world.

The Star is available every day, free of charge, to users of the Internet who access the Independent Group's IOL website.

RECENT DEVELOPMENTS

The Star recently introduced a daily Ekurhuleni edition to meet the needs of the East Rand readers. This edition has been well received and is already selling in the region of 20,000 copies daily. The Star's editor Moegsien Williams says the next phase will look at the North, West and South of Johannesburg, with a targeted edition for Soweto.

"We are bringing back our zone editions and have revamped our content to cater to all the regions we service, and we will look as far as the provinces surrounding us, including Limpopo, North West and Mpumalanga," he says.

PROMOTION

The Star's slogan - "telling it like it is" - has survived since 1935, despite every successive advertising agency's attempt to replace it. The Star has a long-term sponsorship and advertising partnership with broadcasters and engages consistently on radio and television.

The Independent Group's website, IOL, which hosts each day's edition of The Star, is the most accessed website in Africa, with 1.3 million unique users



each month making 15 million impressions.

The Star's corporate social responsibility extends to scores of charities and is responsible for the following:

- The Star Seaside Fund, which has to date sent 130,000 children for a 10-day holiday at the sea, and is one of South Africa's oldest charities
- Operation Snowball, which hands out hundreds of blankets to the needy each winter
- The Hamper Fund, which hands out seasonal hampers during the month of December.
- The Star Smile Fund, which has enabled operations for - and put smiles on the faces of - scores of disfigured children
- A donation of R1 million by the editor to an anti-crime initiative in conjunction with Gauteng's Community Police Forums

BRAND VALUES

The Star offers itself as a guiding light to help South Africans and the residents of Johannesburg to build better and prouder communities and a non-racial, non-sexist and united South Africa. The Star espouses values that are good, sound and achievable and will help define Africa's culture. It is supportive of the good, teaches tolerance of people's best attempts, is kindly in criticism, but intolerant of racism, sexism, crime and corruption in governance.

The Star promotes the positive aspects of South African society and seeks to guide its readers towards a nation built on fundamental human rights. The Star will always speak up for the underdog and the afflicted, but will try to change attitudes gently, eschewing a brash or strident tone.

THINGS YOU DIDN'T KNOW ABOUT THE STAR

- The Star started life as The Eastern Star in Grahamstown in 1873 - 13 years before gold was discovered on the Witwatersrand
- The presses were moved by ox wagon to Johannesburg in 1887, where the first edition was published on October 17
- The Star's website is the most accessed in Africa, with 1.3 million unique users each month making 15 million impressions
- The Star's Smile Fund has put smiles on the faces of scores of disfigured children by enabling them to have surgery
- The Star's Seaside Fund has sent 130,000 children for 10-day holidays at the seaside
- The Star is at the forefront of efforts and activities in Gauteng aimed at making South Africa's communities safer and free of crime