

the namibian

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Windhoek, Namibia

25 October 2022

Dear valued Client in Advertising, Branding and Information Sharing

RE: ANNUAL RATE INCREASE 1 JANUARY 2023

The Namibian values the outstanding partnership we have entered into with your organisation or company. As the English daily with the widest footprint in the country, we believe that we continually strive to offer you exceptional brand and merchandize value by being the multi-media advertising medium of choice.

As all of us are well aware, we live in unpredictable, volatile economic times which required us to re-establish and confirm the sustainability of our company to be able to execute our core mandate to produce news, to report on current affairs, to inform, entertain and educate.

We have gone to great lengths to absorb a variety of costs regarding our print, digital, multimedia and broadcasting products.

PRODUCT	INCREASE 2023 %
Advertising rates	10%
Digital and social media	10%
Classifieds	10%
Legal notices	12,5%
Inserts	12,5%

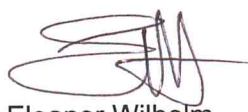
We have, therefore, succeeded to keep the annual increases of our advertising rates to an unembellished 10% for display (print, classifieds and digital) ads, a 12,5% for insets, and a 12,5% for legal notices. All rate increases are applicable from 1 January 2023. We are indeed happy to inform you that we managed to keep the broadcasting rates the same as in 2022.

A mid-term review of the rates will be conducted to stay on par with the unavoidable rise in costs of supply materials. Despite the increase announcement, we continuously strive to ever improve on our value offerings to you.

In closing, please feel free to contact Carolin Guriras at any stage to explore the long-term advertising, brand and/or marketing plans of your business and on how we can assist in greater exposure for your media or brand campaigns in print, digitally and broadcasting.

Yours sincerely


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The Free Press of Namibia (Pty) Ltd
Reg. 85/058
www.namibian.com.na

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