

Ads24 distributes '*The Beat*' to media agencies countrywide

Ads24 launched its trade communication, *The Beat* newspaper, distributing it door to door to media agencies countrywide. The first issue focussed on the mass market, revealing insights into the Kasi consumer and providing advertisers with an understanding of how to target this valuable market.

The next issue, with a focus on Sunday readers, will hit the streets on 7 August. Readers can look forward to quality editorial by Ferial Haffajee, editor of *City Press*, Waldimar Pelser editor of *Rapport* and Tony Koendeman, in the next issue of *The Beat* that focuses on Ads24's Sunday Titles.

For more, visit: <https://www.bizcommunity.com>