

Media 24's Soccer Laduma dominates sports interest market

Weekly newspaper *Soccer Laduma* continues to dominate the local sporting and soccer interest market with a 19% year-on-year circulation growth - an increase of 44 313 copies per week in one year (July-Dec 04 compared to July-Dec 05). Editor Peter du Toit attributes its success to the increasing affluence of the soccer-crazy market, editorial newsworthiness, attention to detail of the content and interest features, and the emphasis placed on the distribution channels. Soccer Laduma's current circulation ABC is 288 822, with a 37.2% LSM 5-7 readership increase and a 82.2% increase in the LSM 8-10 market over the past four years.

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