winelandsecho@exclusivemail.co.za ads.wlecho@gmail.com

Winelands Ch Tel: 079 2404 706

Winelandsecho@exclusivemail.co.za

Ads.wlecho@gmail.com

STELLENBOSCH «KAYAMANDI» FRANSCHHOEK «PNIEL» SOMERSET-WEST «STRAND» PAARL «WELLINGTON» MBEKY CERES «NDULI» TULBACH «WOLSLEY» HAMLET «KLAPMUTS

Tel: 079 2404 706

### CORPORATE GANGSTERISM

Cartel pricing, Collusion, Price fixing and Monopolies is nothing less than

IT is indeed ironic that gangsters, who are responsible for the destruction of young lives, families and communities, are allowed to carry on with the mayhem they cause in society.

However, the activity of gangsterism is not only confined within the neighbourhoods of oppressed communities, crime, drugs and other social ills. Gangsterism also appears in the forms of cartel pricing, collusion, price fixing and monopolies. Let's call it corporate gangsterism! Since the dawn of 'democracy', corporate gangsterism entrenched even deeper into our communities and snatched opportunistic black people to use their political access to negotiate for corrupt

The question is who allows these 'corporate gangsters' to continue to trample on the uncoming and weaker black business corporate? It is true that for most people, the past two decades of 'freedom' mean nothing. Those who benefitted from the then apartheid system and thrived, con-

Their aim is to ruthlessly eradicate small businesses from a competing market. Where is the government's policies intended to "bring about the involvement and participation of previous disadvantaged communities" in our economy? Is B-BEE not "all about good governance"? What protection is there for SMMEs? Small black businesses continue to bear the brunt of unnecessary red tane, lack access to finances, no provision for tax incentives. How about more radical stance, such as clamping down on monopolies and collusion? What about ment whether the assistance from

and to gear them towards sustainability? Should government programmes intended assist SMMEs not eradicate stumbling blocks which prevent them from "taking off the ground and from expanding"? After all South Africa is a developing economy, creating employment and attracting foreign investment. Why not allow our SMMEs to be part of this wonderful economic growth?

breaking up communities - small and upcoming black businesses. These businesses are being side-lined and not given a fair chance to proof themselves. In the case of Winelands Echo and other black community publishers, they are forced into a slow death by the big businesses who direct their advertising to the mainstream media.

Sadly, the government organs which make use of advertising agencies are also part of side-lining community newspapers. Adver-tising agencies advocate that they make use of the media as instructed by their clients This is unfair and we some with Cosatu that CEOs of corporate businesses should be criminally charged and not be given a fine of 10% of their annual turnover.

Winelands Echo has previously lodged complaints with the Competition Commission about the unfair competition we are faced by established mainstream media. This basically forces us out of the media markets For the past 13 years of existence, Winelands Echo's sales and marketing team have been often ill-treated and judged as being inferior by corporates and advertising agencies.

Other black printing of labels businesses are faced with similar treatment from corporates. The printing of labels continue to be dominated by the white printers.

We call on the government who have implemented policies to beln SMMEs, to make it





ONREGTE VAN DIE VERI EDE DUUR VOORT (OPVOLG



ROBIN **PETERSON** CALLED UP TO SCOUT **SCHOOLS** T20

Welcome to the Cape Wheelands Where Vineyards Covers the Lands and Winelands of the Covers the Restl Welkom by die Kaapse Wynland Waar Wingerde Die Land Dek en Winelands, die Dek Die Rest

Contact us on Tel: 079 2404 706 or e-mail us at winelandsecho@exclusivemail.co.za

#### ONREGTE VAN VERLEDE DUUR VOORT

Waarom is julle Koerant so dun? Dit is die vraag wat ons as Swart Media die neeste kry en moet beantwoord.

Die antwoord is eenvoudig. Net soos 'n baba melk nodig het om te groei het ons as Media Advertensies nodig om te groei en te floreer. Aangesien ons nie toegelaat was om in die verlede (Apartheid Era) Media Eienaars te wees nie, het die wat wel toegelaat was om hul besighede op die rig van ons as Swart gemeenskappe gegroei. Vandag is hulle groot en gebruik hulle hul ongeregverdige voorsprong om ons as Swart Media uit die mark te forseer en ja met die hulp van ons eie gemeenskappe wat hul produkte slaafs ondersteun. Hul gebruik onregverdige kompetisie, sameswering met Advertensie Agentskappe en hulle Finansiele sterkte om dit te bewerkstellig.

Na 13 jaar se publisering van Winelands Echo sukkel ons nog steeds om advertensies te werf vanaf ons munisipaliteite tot besighede en het ons besluit om dit onder is inkom die aandag van ons lesers te bring sodat julle 'n meer ingeligte besluit kan neem, waar dit kom by waar ons, ons geld span- ko-

redaksionele integriteit bly aanvaarbaar by baie van ons lesers. Ons vind dit onregyerdig en onaanvaarbaar by, dat al die dvertensies van die munisipaliteite nog steeds net na een Mediagroep gaan, waar is die sogenaamde plaaslike ekonomiese ontwikkeling (LED) wat veronderstel is om ons as historiese agtergeblewendes te help dan? Werksgeleenthede en Tenders kan geadverteer word terwyl die werklose nie hoef te betaal om te sien waa

Selfs besighede wat in ons as swartgemeen skappe begin het weier om vandag terug te sowel as gratis koerante, al daardie pamflette ploeg in besighede wat uit daardie gemeenskappe kom. Alhoewel ons op gereelde as korporatiewe advertensie en alle Munisibasis probeer om advertensies te kry soos pale advertensies. Hierdie gratis koerante bv. om met elke uitgawe met die plaaslike is NIE gemeenskaps koerante nie want dit munisipaliteite te kommunikeer wanneer word nie ge-eien en bestuur deur mense uit ons uitkom word ons sleg behandel deur die gemeenskap nie. Hul gebruik ons gemunisipale amptenare tot besigheidseienaars sowel as advertensie agentskappe. Ons hul koerante en verhinder ons as Gemeenbemarkers was al fisies aangerand en onpro- skaps koerante om 'n inkomste te genereer. fesioneel behandel deur Mediashop die ad- Boonop is daardie koerante ook nie geskoei vertensie agentskap van Shoprite waar ons bemarker drie uur gesit en wag het om 'n afspaak na te kom wat hulle gemaak het. Ons wag nogsteeds op 'n afspraak na vele probeers-

Daardie baie koerante. ste vir daardie

Ons koerant mag dun wees maar ons

word. In die meeste gevalle kry al die ko-erante van Groot Media huise, hul betaalen moet nie die drukwerk vergeet nie sowel

meenskappe as 'n "Dumping ground" vir

lyk bly en net sommige bevoordeel! erante so dun bly, geen verandering it die advertensie en media veld het plaagevind nie daarom het ons Radikale ve randering Dringend Nodig

wat bedoel is om die Media te Diversivi

die "Status Quo" voortduur en sal besig

heid in Suid Afrika onregverdig en onge

seer en te Transformeer nie









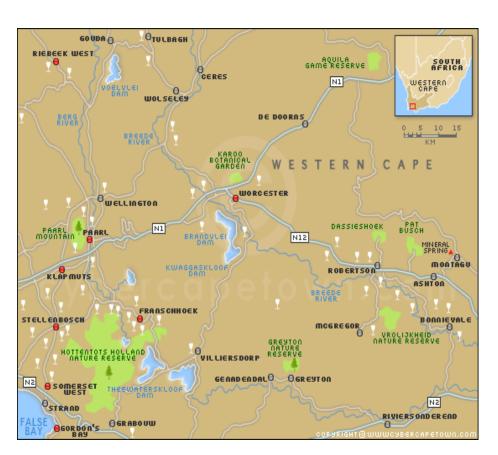




Welcome to the Cape Whelands Where Vineyards Covers the Lands and Winelands <sub>Cafe</sub>. Covers the Restl Welkom by die Kaapse Wynland Waar Wingerde Die Land Dek en Winelands, die Dek Die Rest

Contact us on Tel: 079 2404 706 or e-mail us at winelandsecho@exclusivemail.co.za





Winelands Echo was established in 2004 and is a 100% black-owned newspaper.

Winelands Echo is owned by Joseph Bushby and Eugene van Niekerk. They distribute 10 000 copies free to the residential community and townships all over the Winelands and Boland areas. During the past 12 years they have managed to build up a loyal readership.

Their newspaper is a community newspaper that offers an equal chance to each individual within the community to respond to vacancies, tenders, and other opportunities advertised in the newspaper.

Winelands Echo focuses on the positive side of the community.



### Local Advertisers & Chain Stores in Area

- Local Advertisers:
  - Local Municipalities
  - All local businesses
  - Local Government
  - 1 up Wholesalers
  - Local restaurants
  - Government institutions

- Chain Stores in Area:
  - ❖ Spar
  - Pep Stores
  - Ackermans
  - ❖ Edgars
  - Dis-Chem
  - Russels
  - Shoprite
  - Bears
  - Price & Pride
  - ❖ Seeff
  - Checkers
  - Pick n Pay



# Demographics

READERSHIP			LSM		
White	10	%			
Black	30	%	5 - 9		
Indian	-	%			
Coloured	60	%			
AGE			LSM 10	10	%
21 – 30	17	%	LSM 9	10	%
31 – 40	32	%	LSM 8	20	%
41 – 50	26	%	LSM 7	20	%
50+	25	%	LSM 6	20	%
GENDER			LSM 5	10	%
Male	45	%	LSM 4	5	%
Female	55	%	LSM 1 -3	5	%



# Distribution Areas

Stellenbosch	☐ Saron
Paarl	☐ Franschhoek
Wellington	☐ Wolseley
Ceres	☐ Rawsonville
Somerset West	☐ Kylemore
Strand	☐ Klapmuts
Worcester (Zwelethemba)	☐ Tulbagh
Kayamandi	☐ Pniel
Gordons Bay	☐ Simondium
Lwandle	☐ Gouda
Railway Station	☐ Prince Alfred Hamlet
Nduli	☐ Hermon
Mbekweni	☐ Hamlet