



**PEZULU****OUTDOOR**<sup>TM</sup>  
A D V E R T I S I N G  
(Pty) Ltd

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# **Tsantsabane and Gamagara Municipalities presentation**

17 June 2015

# Kathu and Postmasburg are 2 thriving cities, due to heavy mining in the area

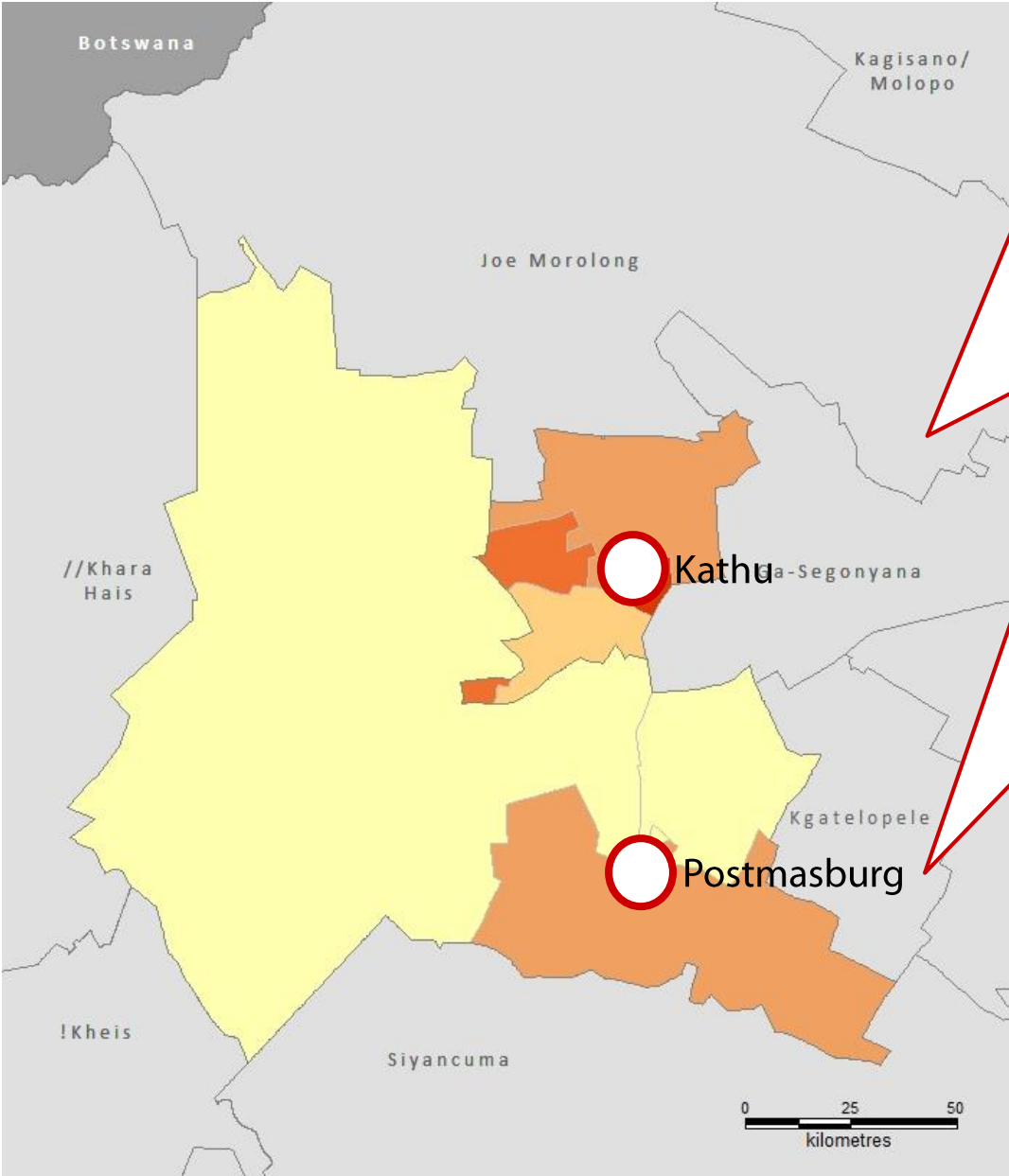
## NORTHERN CAPE PROVINCE



## GAMAGARA AND TSANTSABANE LOCAL MUNICIPALITIES



# Kathu and Postmasburg are the economic hubs for the region; both act as key retail environments for the surrounding areas



Kathu Village Mall (Kathu) **attracts shoppers from the surrounding areas.** Some of the main tenants include:



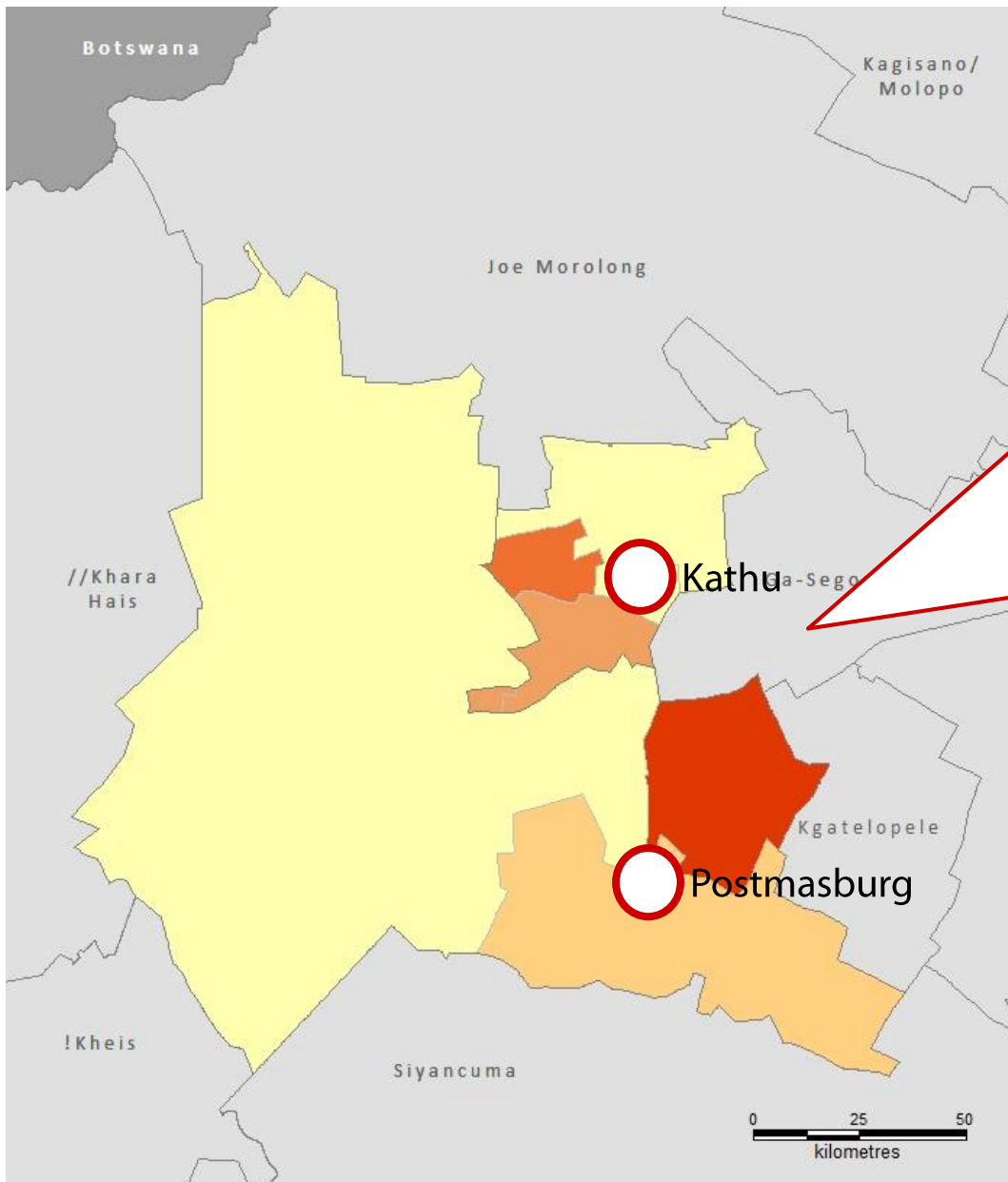
Some of the tenants in Sibilo Shopping Mall (Postmasburg) include:



## POPULATION BY WARD



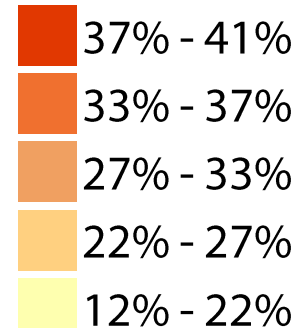
# The area is rich in iron ore; the unemployment rate in the region is relatively low (~24%)



Kathu's **Sishen Mine** is one of the five largest open-cast iron ore mining operations in the world. Kumba Iron Ore is the biggest employer in Kathu. They also have a large operation in Postmasburg (**Kolomela Mine**), as do Assmang

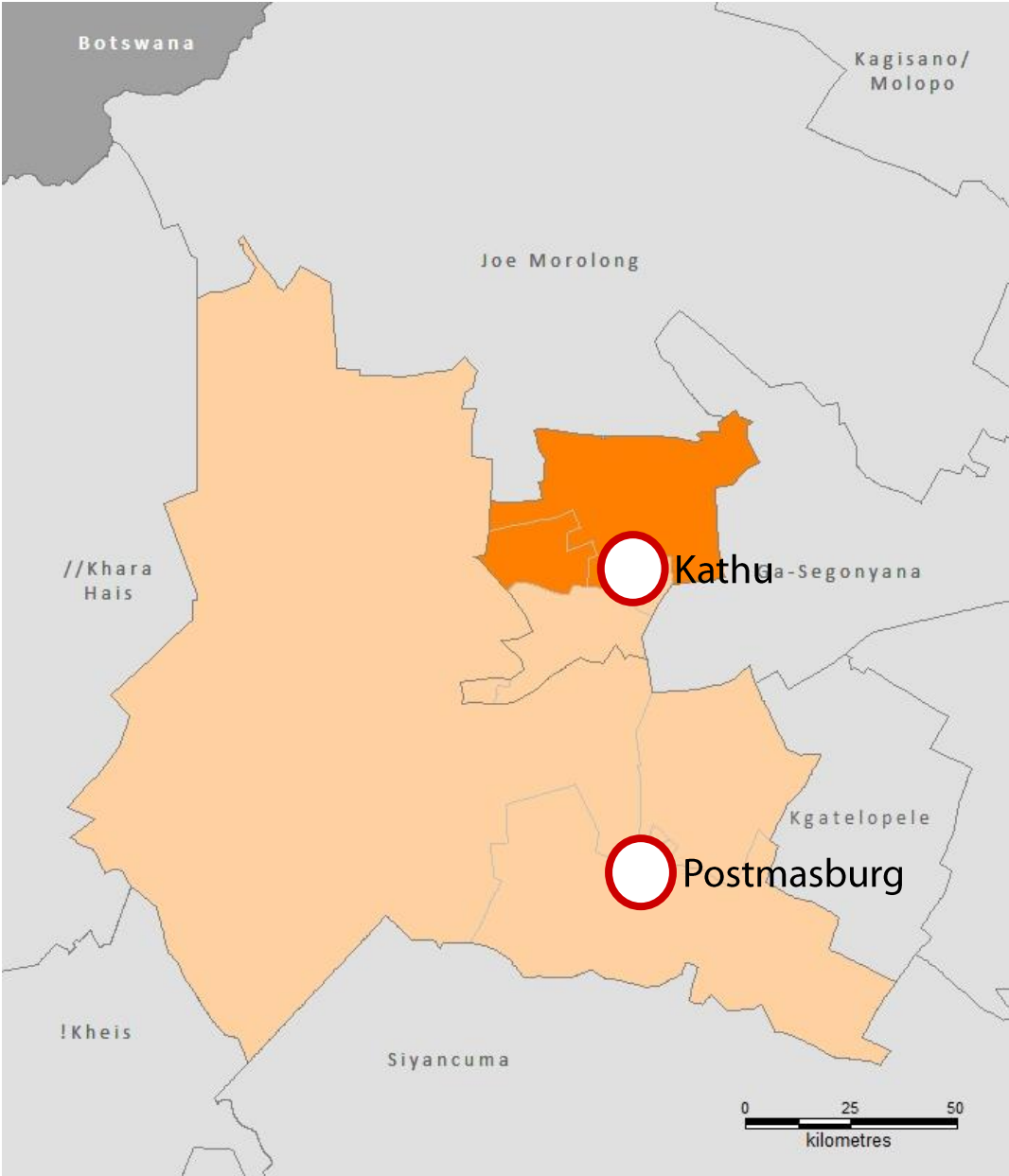


## UNEMPLOYMENT RATE BY WARD (REAL UNEMPLOYMENT)

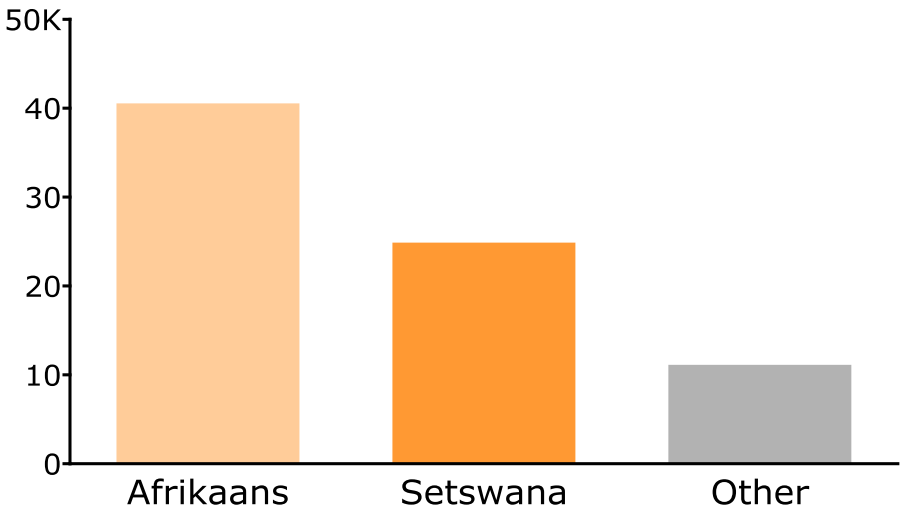




# Afrikaans is the most commonly-spoken language in the area



Primary language spoken

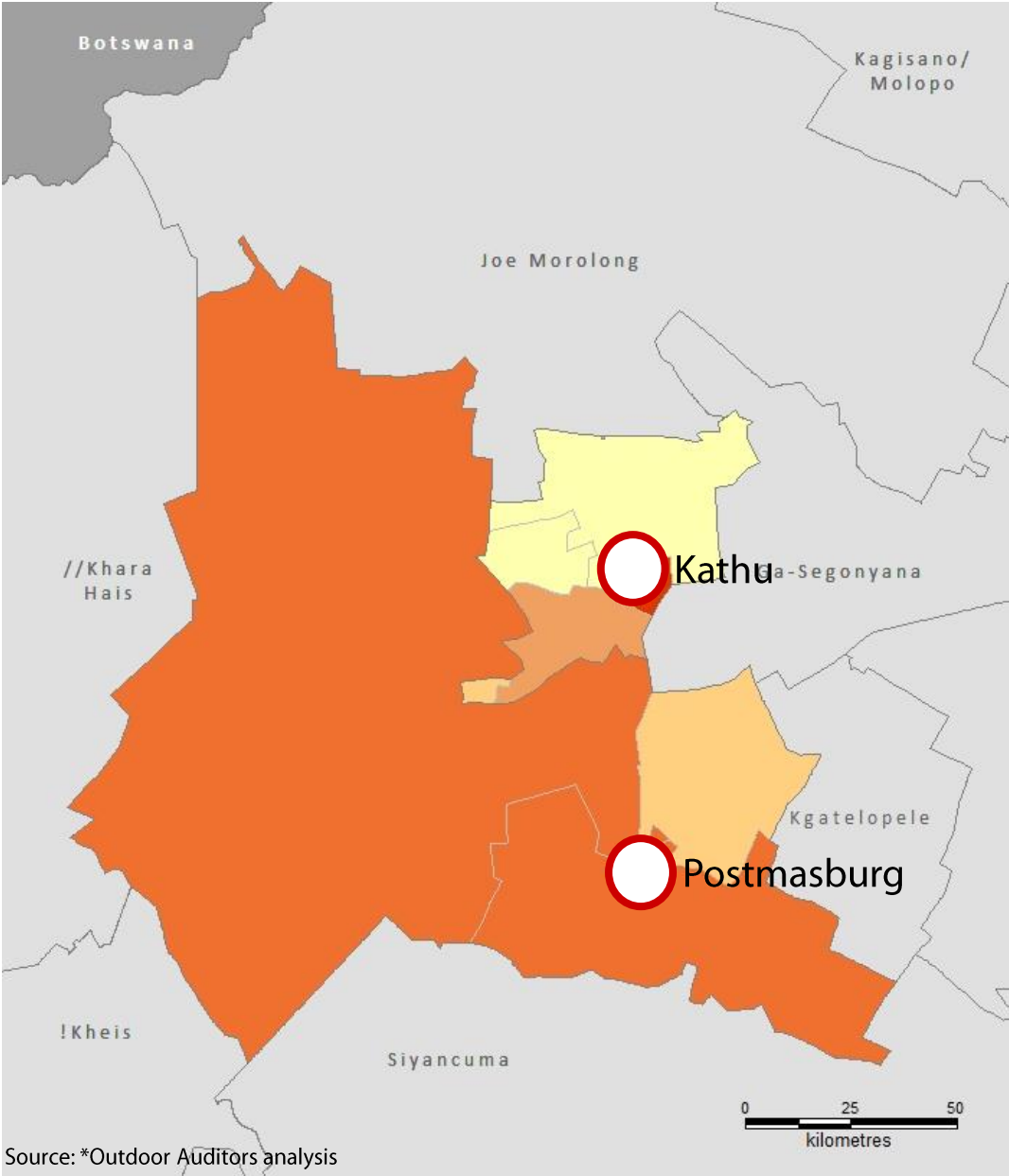


~53% of residents speak Afrikaans as their primary language

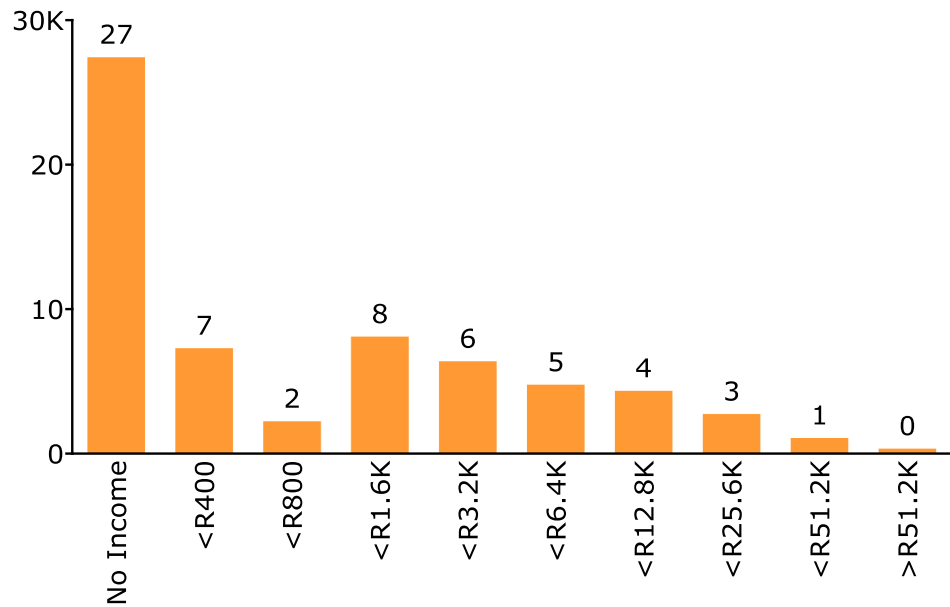
## 1<sup>st</sup> LANGUAGE SPOKEN:

- Afrikaans
- Setswana

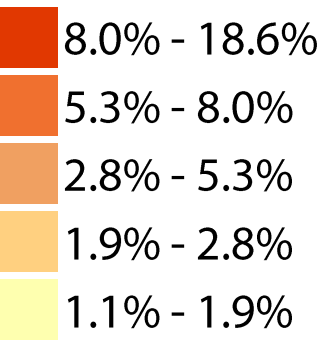
# Average income in the region is relatively high (~R3,350 ppp month\*); aggregated monthly income is sizeable (~R218M)



Monthly Income breakdown (by # of people)

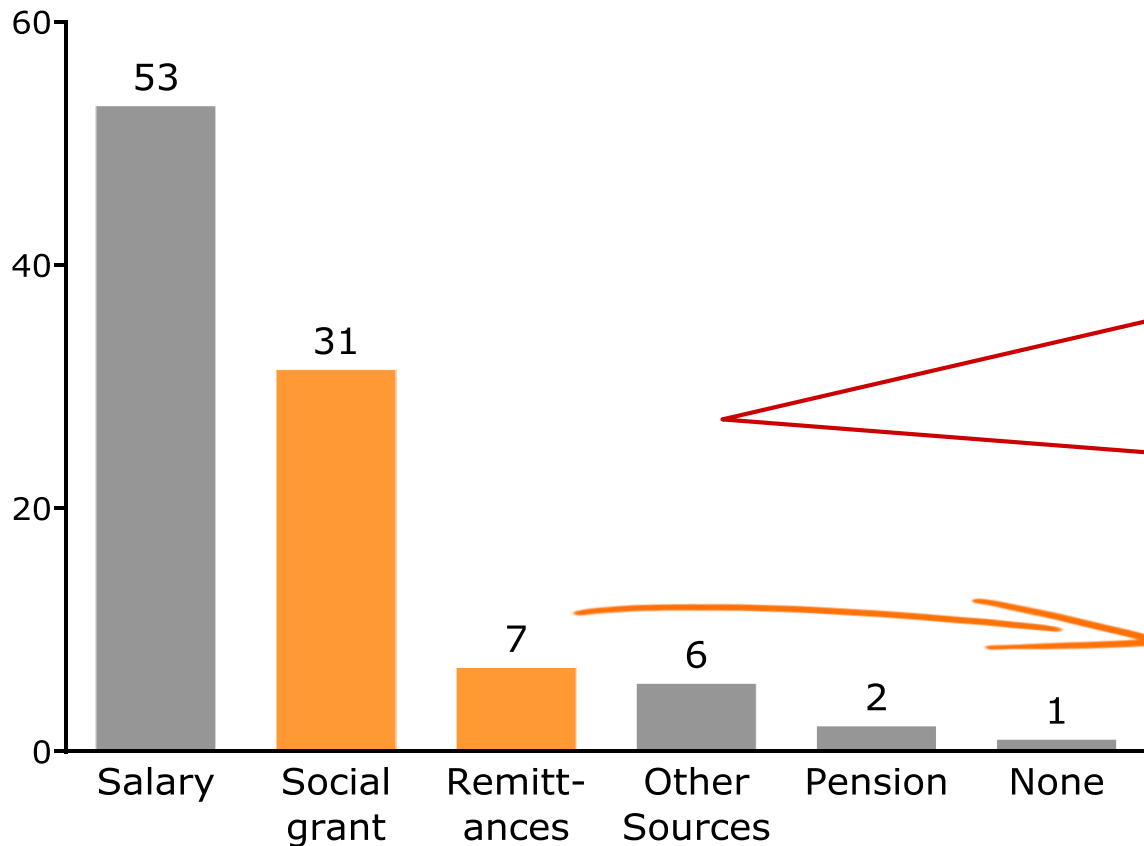


% OF PEOPLE WITH INCOME > R12.8K / MONTH



# In addition to salary, ~407K people in N Cape (~55.2% of households) receive social grants\*, providing extra income

% distribution of main source of household income, 2013 (N Cape)

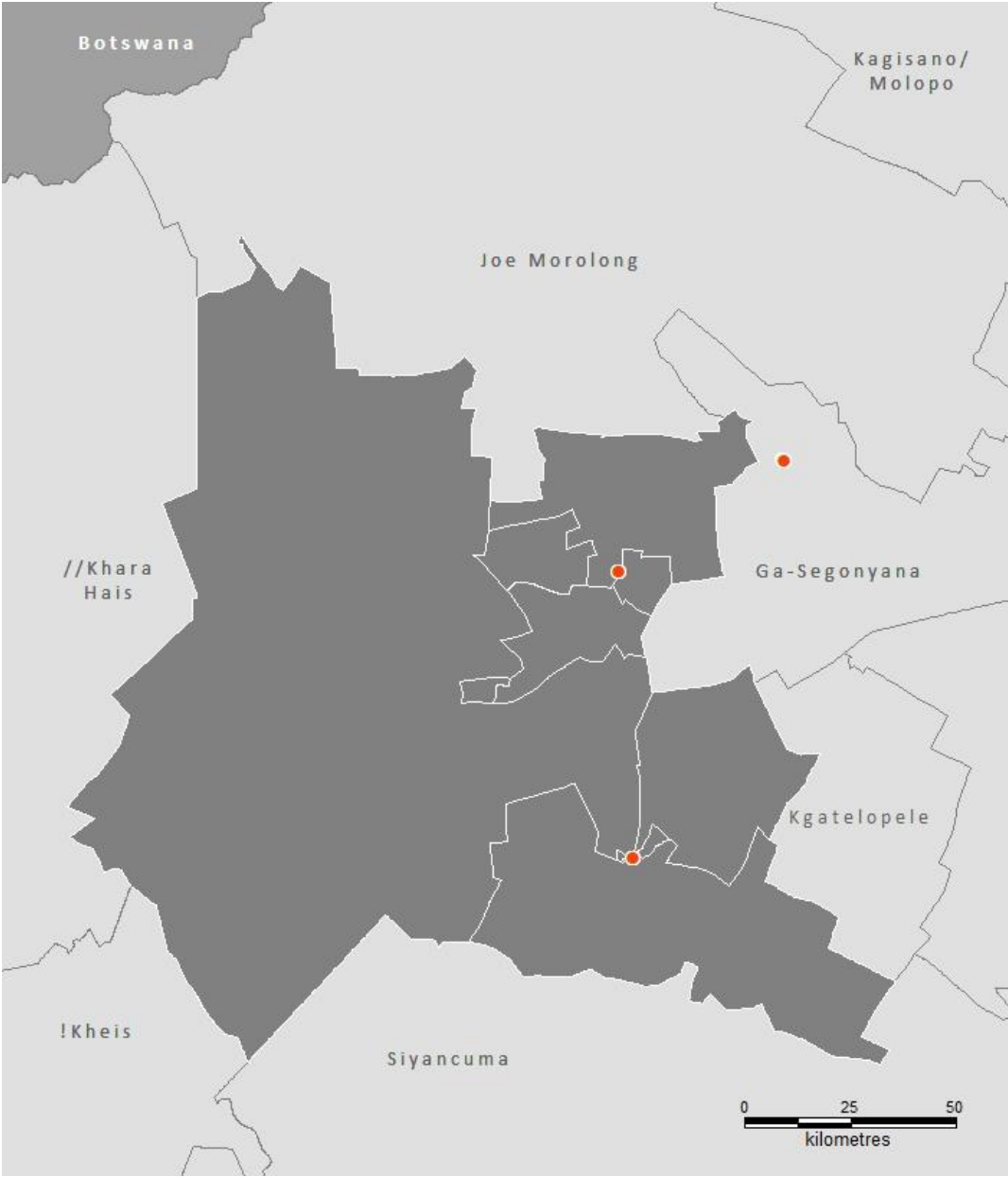


**Types of grants (# of national recipients, monthly payment):**

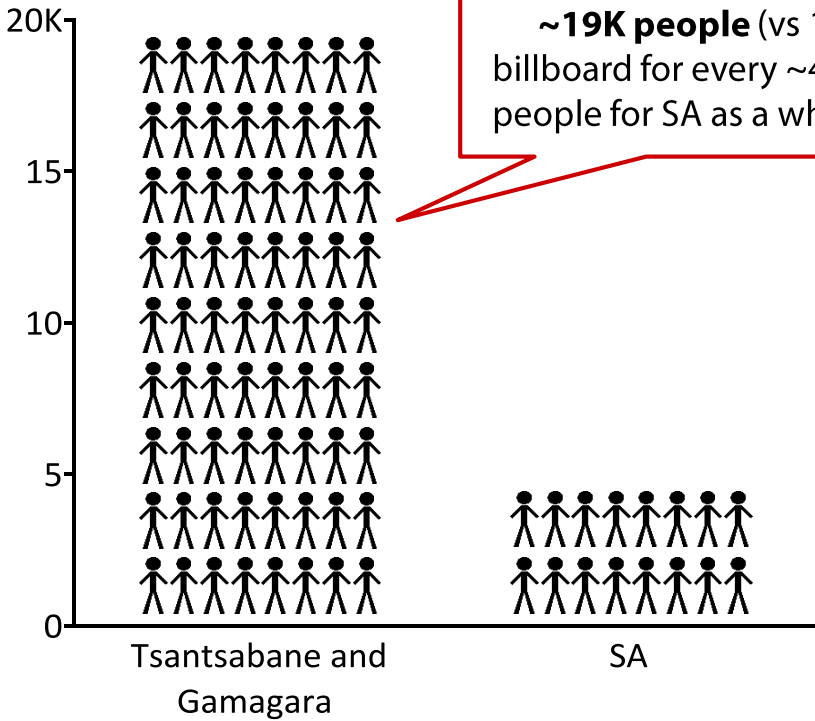
1. Grants for older persons (~3M, ~R1,350)
2. Disability grant (~1.1M, ~R1,350)
3. War veteran's grant (373, ~R1,370)
4. Foster child grant (~548K, ~R830)
5. Care dependency grant (123K, ~R1,350)
6. Child support grant (11.5K, ~R320)
7. Grant in-aid (~94K, ~R320)
8. Social relief of distress (varies, ~R1,350)

**Remittances** = money sent back home for the family to use

# This region is very neglected in terms of outdoor advertising: there are just 4 billboards servicing this entire region



People per billboard (in K)



## LEGEND

Billboard



# The Northern Cape attracts LSM 4-7 brands on outdoor

**VODACOM**



**CAPITEC**



**ANGLO AMERICAN**



**KFC**



**CELL C**



**COCA-COLA**



# Pezulu Outdoor Advertising has the best sites in the area, focused on high-traffic, economically active areas

## Kathu



## Postmasburg

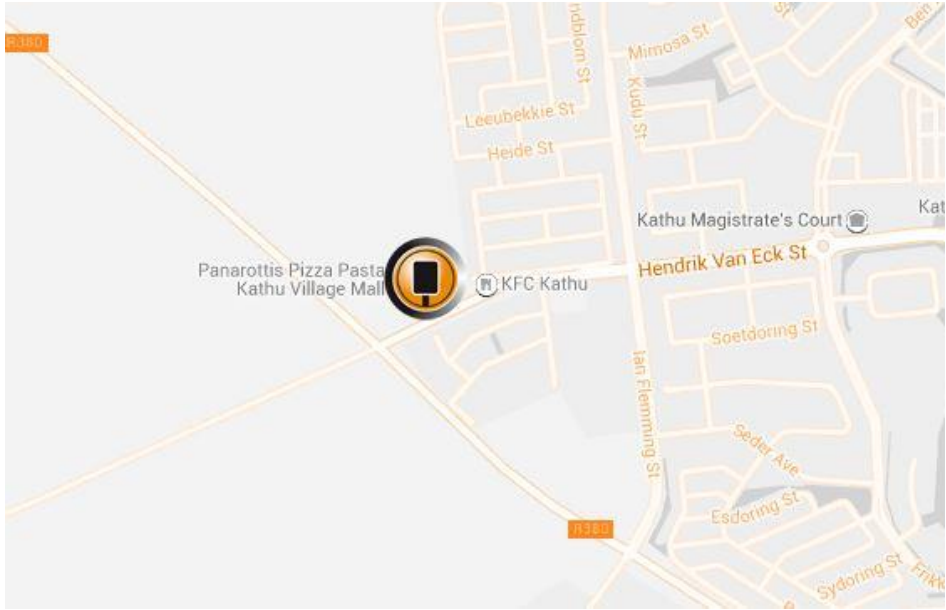




# Kathu landscape, Kathu Village Mall



## Map

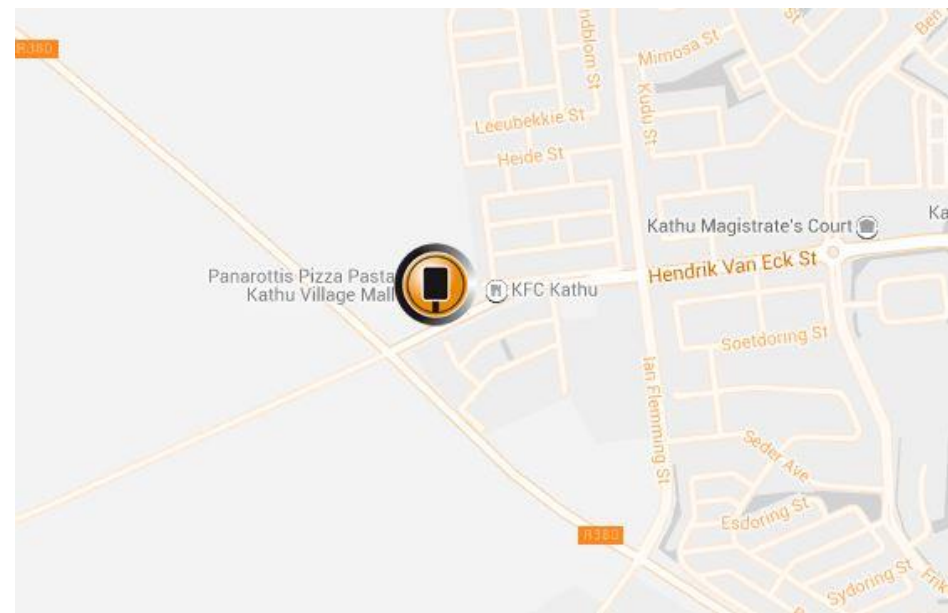


Site #	PEZ/NC/KATHU-01	Description
Size	3x6m	Located on Hendrik van Eck Street, traffic from Kumba Mine just off the R380, situated directly opposite the Kathu Village Mall
Rate card cost	R 10,750	
Availability	Date	

# Kathu landscape, Kathu Village Mall



## Map



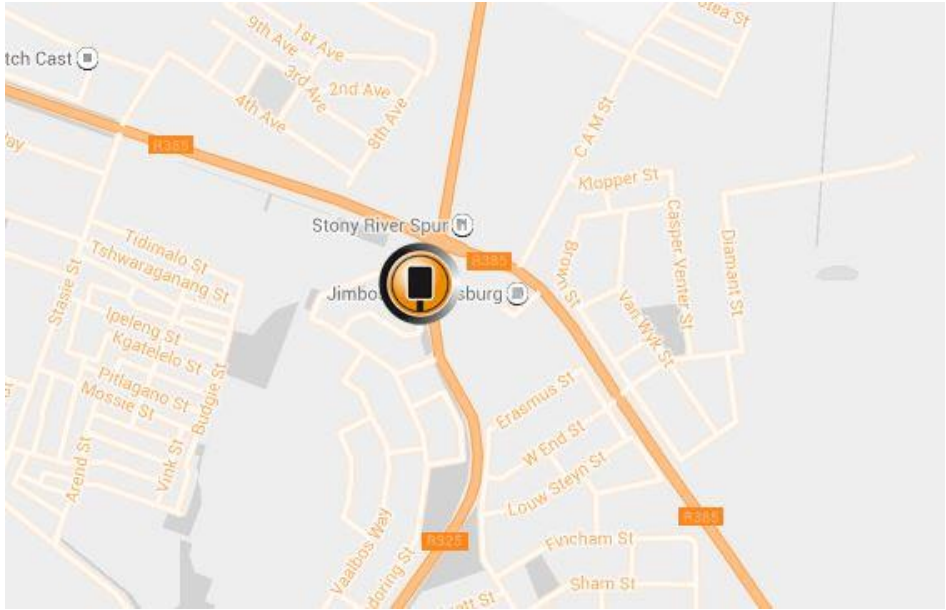
Site #	PEZ/NC/KATHU-02	Description
Size	3x6m	Located on Hendrik van Eck Street, traffic towards Kumba Mine and the R380, situated directly opposite the Kathu Village Mall
Rate card cost	R 10,750	
Availability	Date	



# Postmasburg landscape, towards Sibilo Shopping Centre



Map



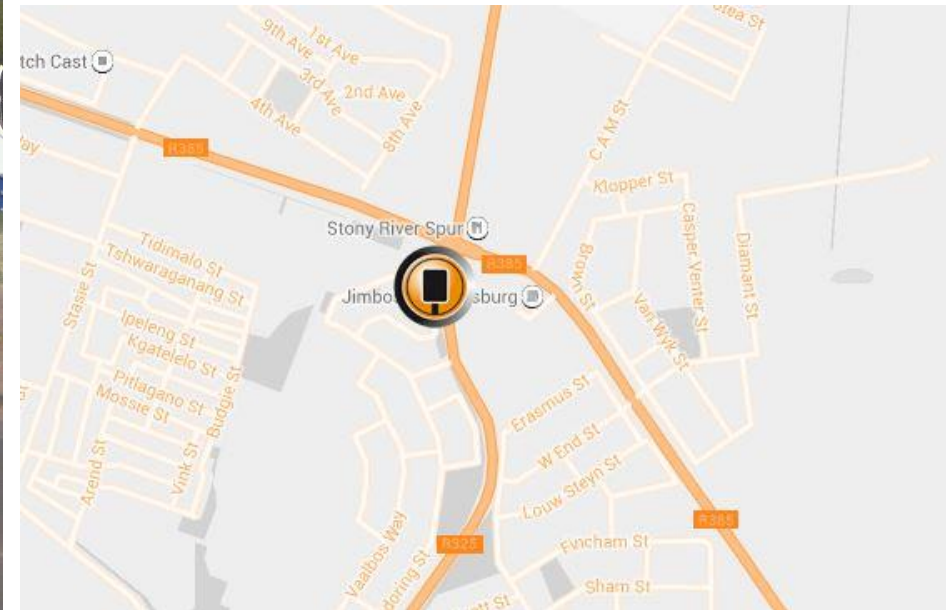
Site #	PEZ/NC/POST-01	Description
Size	3x6m	Located on the R325 from town towards Kathu and the newly developed Sibilo Shopping Centre.
Rate card cost	R 10,750	
Availability	Date	



## Postmasburg landscape, towards Postmasburg CBD



## Map



<b>Site #</b>	<b>PEZ/NC/POST-02</b>	<b>Description</b>
<b>Size</b>	<b>3x6m</b>	Located on the R325 from Kathu and the newly developed Sibilo Shopping Centre towards the CBD of Postmasburg.
<b>Rate card cost</b>	<b>R 10,750</b>	
<b>Availability</b>	<b><i>Date</i></b>	