

Have the tabloids killed the quality press?

Issued by [Amasa](#)

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This Wednesday, the 7th May, the Advertising Media Association of South Africa (AMASA) hosts two captivating newspaper personalities, Peter Bruce of Avusa and Themba Khumalo, editor of the *Daily Sun*.

The two print specialists will discuss if editorial integrity can be maintained in the newspaper tabloid format. What is the consumers', advertisers' and marketers' perception of tabloid newspapers and are they held in high regard? We hear two sides to this charged issue.

Topic: Tabloid Press vs Quality Editorial

Date: Wednesday, 7 May 2008

Venue: JSE, 1 Exchange Square, Gwen Lane, Sandown

Time: Debate begins at 16h30

Cost: AMASA Members - Free; Non-Members - R50.00

▪ **E-commerce landscape in SA - Insights and trends for marketers?** 1 Dec 2021

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▪ **Amasa Media Management in Brand Building online course with Vega School: 1 July-9 September 2021** 18 May 2021

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