

# Adclick Africa Media Group launches Mzansi Post

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It has been well documented that the South African black middle class is on the rise and this development has provided the economy with an opportunity for growth. Mzansi Post is an online news portal dedicated to presenting rich and diverse content that will serve this demographic. Mzansi Post reports on breaking news, fashion, music, art, design, technology, politics and sports.



Adclick Africa Media Group, Chief Executive Officer Velly Bosega says: "Young black professionals are a niche cultural group and there is a need to serve them with media content that can transcend between their professional and social settings. For example, those who are in Sandton from Monday to Friday, then at a chisanyama in Soweto on Saturday."

Lebogang Tsele has been appointed as the Editor in Chief and brings with him vast experience in coverage and reporting in various fields including politics, sports, entertainment, current affairs and lifestyle. He began his career as a Johncom Pearson Graduate at the Times Media group. He has practiced as a senior multimedia journalist for SowetanLIVE, TimesLIVE and joined DStv Online as web editor.

## About Mzansi Post

Mzansi Post is an online news portal for young South Africans aged 18-35. Mzansi Post reports on breaking news, fashion, music, art, design, technology, politics and sports with a focus on niche township cultures.

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