

## Sampling partnership to increase street circulation

The Independent Newspaper Company has partnered with Uthingo to increase street circulation of *The Star*, *Pretoria News* and *Diamond Fields Advertiser*. The Scratch Card Mondays promotion will see readers receive a free scratch card with every purchase of the participating titles when they buy their newspaper from street vendors. Running the whole month of October 2006, the promotion began on 2 October.

For more, visit: <https://www.bizcommunity.com>