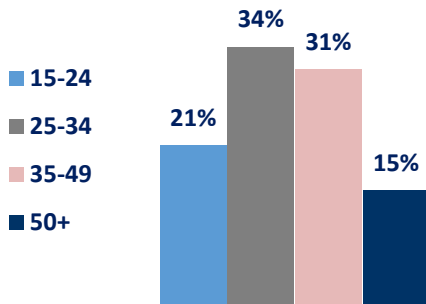
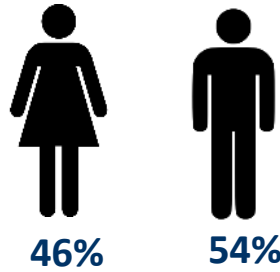


Isolezwe is a modern Zulu language newspaper that champions the reading needs of it's audience. It covers gripping and exciting subjects of reader interest e.g. local, regional, national and international news and sport while always reflecting the spirit of the Zulu nation.

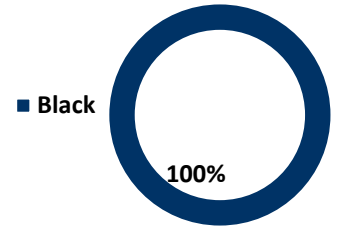
AGE



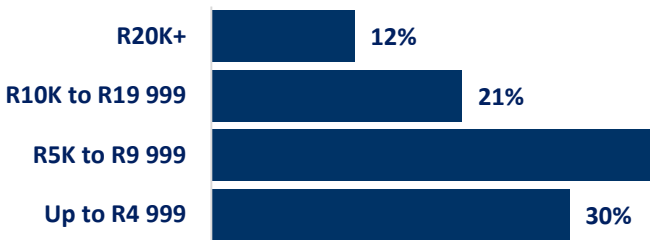
GENDER



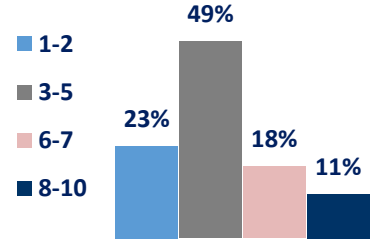
RACE



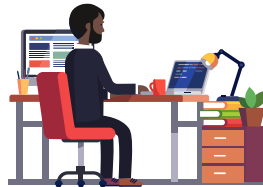
HOUSEHOLD INCOME



SEM



MATRIC: 38%
TERTIARY : 11%



WORKING: 41%
SELF EMPLOYED: 4%

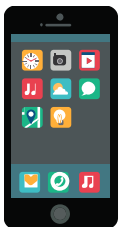


91K OWNERS
BOUGHT NEW: 43%
HAVE 2 VEHICLES IN HH: 12%



BANKED: 77%

51%



HAVE SMARTPHONES
83% USE IT TO ACCESS WWW

69%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

89%



READERSHIP IN KZN

82%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)