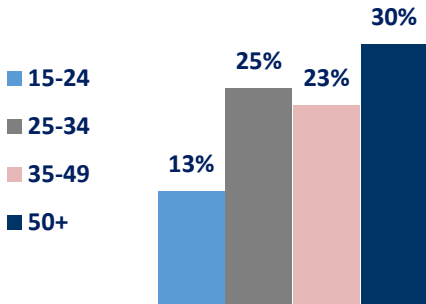
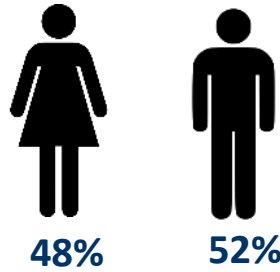


Cape Times is Cape Town's dominant and definitive morning daily publication servicing the needs of the upmarket reader, with an emphasis on corporate news and providing in-depth coverage of current issues. Cape Times covers the Cape with its core areas being the City of Cape Town and the suburbs surrounding the Mother City.

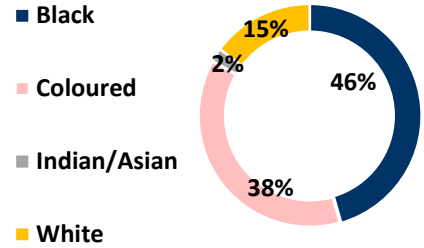
AGE



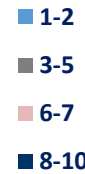
GENDER



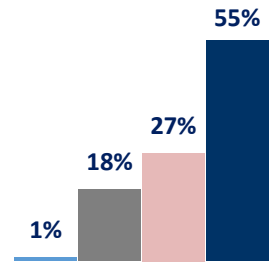
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 43%
TERTIARY : 18%



WORKING: 63%
SELF EMPLOYED: 4%

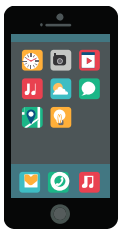


75K OWNERS
BOUGHT NEW: 32%
HAVE 2 VEHICLES IN HH: 33%



BANKED: 85%

76%



HAVE SMARTPHONES
92% USE IT TO ACCESS WWW

64%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN WESTERN CAPE

71%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)