



INDEPENDENT



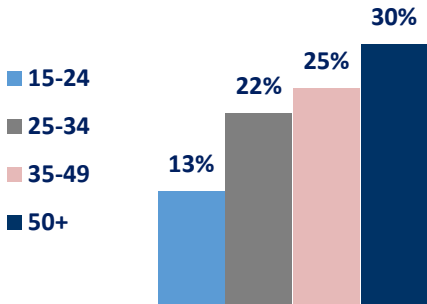
**Entertainment
& Travel**



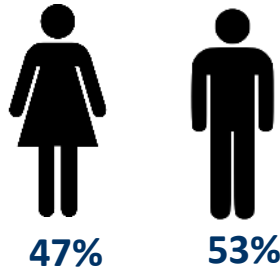
PUBLICATION PROFILES

Hyper local and international travel destinations, attractions and news are in this supplement which appears weekly in Pretoria News Weekend - Independent Traveller (Sat), Saturday Star - Independent Traveller (Sat), Weekend Argus: Saturday - Independent Traveller (Sat) and Weekend Argus: Sunday - Independent Traveller (Sun).

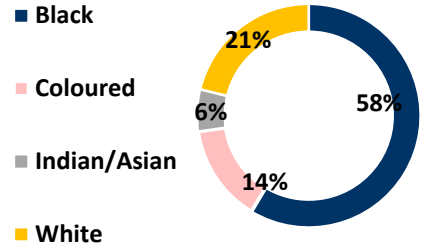
AGE



GENDER



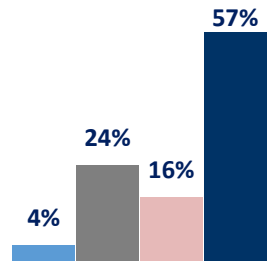
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 44%
TERTIARY : 16%



WORKING: 52%
SELF EMPLOYED: 5%

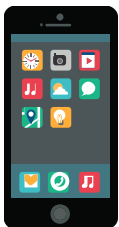


136K OWNERS
BOUGHT NEW: 59%
HAVE 2 VEHICLES IN HH: 29%



BANKED: 87%

59%



HAVE SMARTPHONES
88% USE IT TO ACCESS WWW

71%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

45% GAUTENG



31% WESTERN CAPE
14% MPUMALANGA

57%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)