

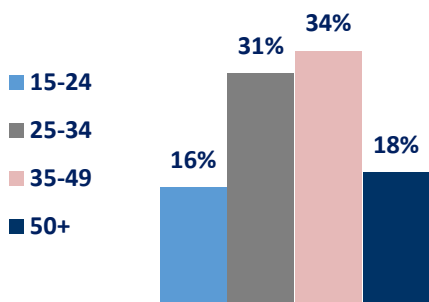
**READERSHIP**  
**TOTAL: 334K**  
**PRINT: 258K**

**CIRCULATION**  
**19 622**

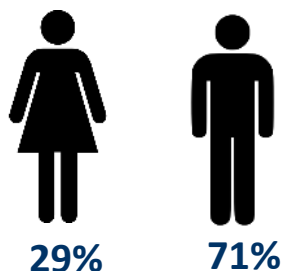
**DIGITAL**  
**140 539**  
**WEEKEND**

Pretoria News and Pretoria News Weekend are newspapers appearing in the city of Pretoria - Monday to Saturday. They offer a comprehensive coverage of local, national and international news with supplements focusing on a variety of topics including careers, motoring, entertainment, finance and travelling to mention some.

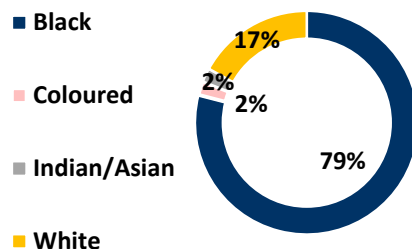
**AGE**



**GENDER**



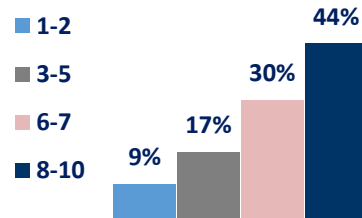
**RACE**



**HOUSEHOLD INCOME**



**SEM**



**MATRIC: 53%**  
**TERTIARY : 17%**



**WORKING: 62%**  
**SELF EMPLOYED: 4%**

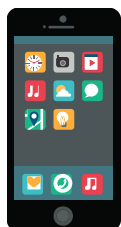


**BOUGHT NEW: 48%**  
**HAVE 2 VEHICLES IN HH: 40%**



**BANKED: 88%**

**83%**



**HAVE SMARTPHONES**  
**95% USE IT TO ACCESS WWW**

**72%**



**RESPONSIBLE FOR DAY-TO-DAY PURCHASES**

**88%**



**READERSHIP IN GAUTENG**

**58%**



**LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)**