



INDEPENDENT

Publication Profiles

Isolezwe
Isolezwe

THE TIMES THE MERCURY

TRAVELLE

IOL

REPORT

Cape Argus

TALENT 360

HOME

PERSONAL FINANCE
HEALTH - INVESTMENT - PROSPERITY

TONIGHT

The Star

Isolezwe



INDEPENDENT

Gauteng

PUBLICATION PROFILES



INDEPENDENT GAUTENG

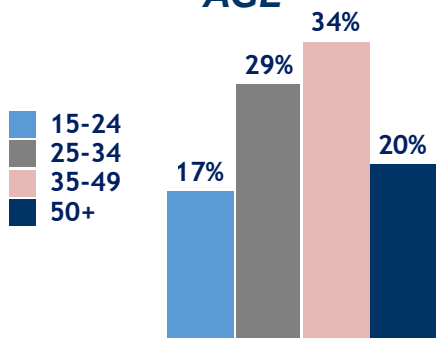
TOTAL READERSHIP: 1,325,000

PRINT READERSHIP: 962,000

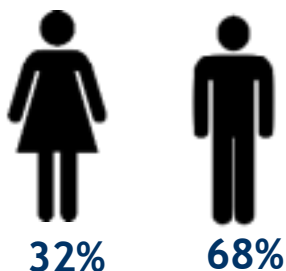
CIRCULATION: 162 323

Independent has a variety of publications that editorially cater for every newspaper reader in Gauteng with a spill over to some neighbouring provinces and nationally, keeping the readers engaged, informed and entertained. Publications have a mix of frequency; from dailies to weeklies and weekend papers ensuring coverage throughout the week.

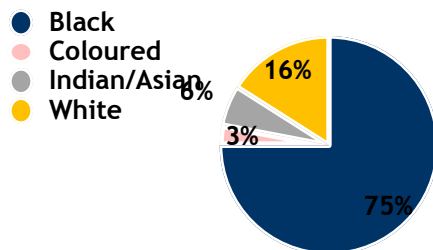
AGE



GENDER



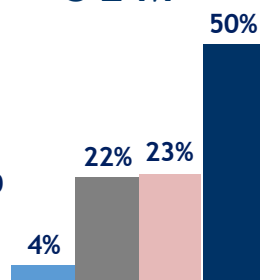
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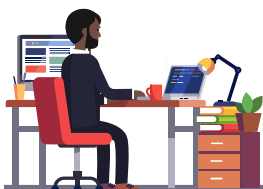
HOUSEHOLD INCOME



SEM



MATRIC: 41%
TERTIARY : 30%



WORKING: 57%
SELF EMPLOYED: 7%

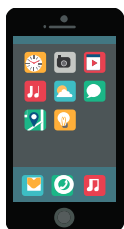


BOUGHT NEW: 53%
HAVE 2 VEHICLES IN HH: 37%



BANKED: 86%

77%



HAVE SMARTPHONES
75% USE IT TO ACCESS WWW

68%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

74%



READERSHIP IN GAUTENG

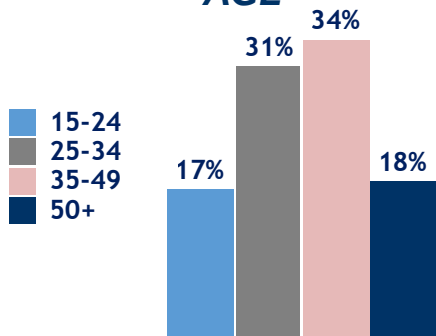
70%



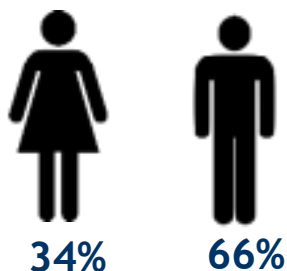
LOOKED AT/BOUGHT CLOTHING (P 6 MONTHS)

Unchallenged as South Africa's most influential daily newspaper, The Star covers the heart of the nation with unequalled reporting of local, national and international news and sport. It is widely considered to be a superb advertising environment. Targeted at people in Greater Johannesburg - South Africa's major economic hub.

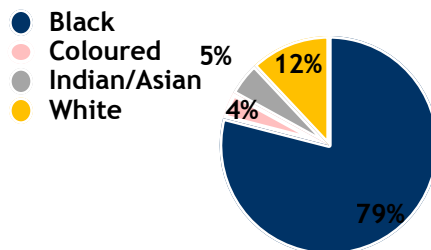
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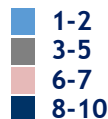
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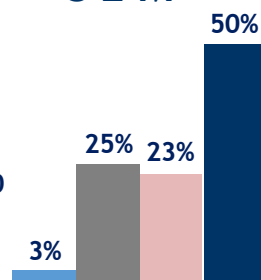
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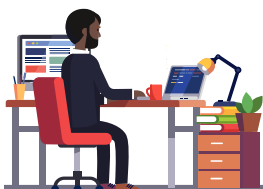
HOUSEHOLD INCOME



SEM



MATRIC: 35%
TERTIARY : 39%



WORKING: 56%
SELF EMPLOYED: 9%

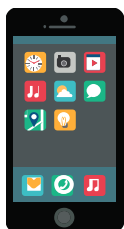


307K OWNERS
BOUGHT NEW: 47%
HAVE 2 VEHICLES IN HH: 38%



BANKED: 85%

80%



HAVE SMARTPHONES
73% USE IT TO ACCESS WWW

67%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

78%



READERSHIP IN GAUTENG

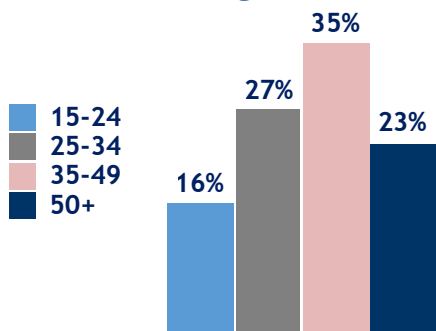
73%



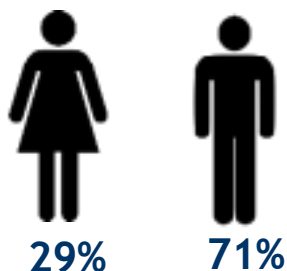
LOOKED AT/BOUGHT CLOTHING (P 6 MONTHS)

An indispensable weekend read. It includes hard news from across the country, the best weekend sports coverage, great features, travel & entertainment news. The perfect read for a time-pressed, spoilt-for-choice weekend reader. The best-selling (English) Saturday paper in the country. The first section comprises local news, international news, local & international celebrity gossip. The second section starts with Canvas Life. Opinion & analysis, business, property, media & marketing and letters make up the balance of the second section, with great sport coverage. For those concerned about money the best advice is in Personal Finance. Supplements are made up of Travel, 48 Hours, School Sport & Independent Home.

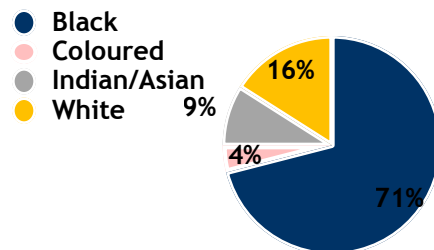
AGE



GENDER



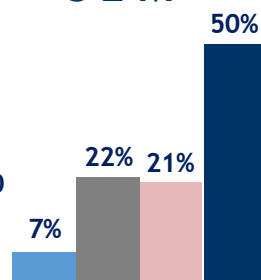
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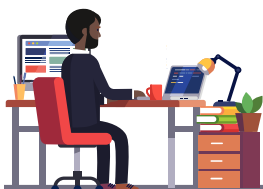
HOUSEHOLD INCOME



SEM



MATRIC: 42%
TERTIARY: 32%



WORKING: 58%
SELF EMPLOYED: 5%

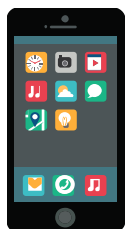


162K OWNERS
BOUGHT NEW: 51%
HAVE 2 VEHICLES IN HH: 32%



BANKED: 86%

72%



HAVE SMARTPHONES
71% USE IT TO ACCESS WWW

68%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

67%



READERSHIP IN GAUTENG

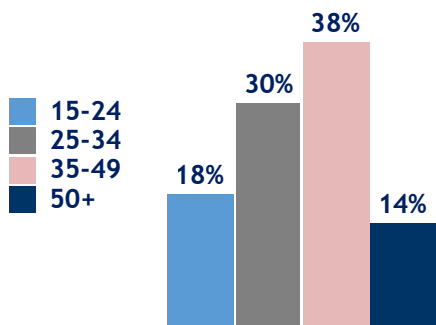
76%



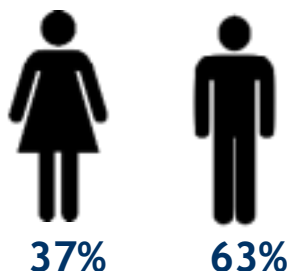
LOOKED AT/BOUGHT CLOTHING (P 6 MONTHS)

Top-flight writing, investigations and photography have firmly established this quality paper as the newspaper of choice for decision makers and has won it widespread critical acclaim. The publication includes high quality news, opinion and debate, well-researched analysis, cutting-edge business and sport. Target: The Sunday Independent attracts opinion leaders and progressive thinkers.

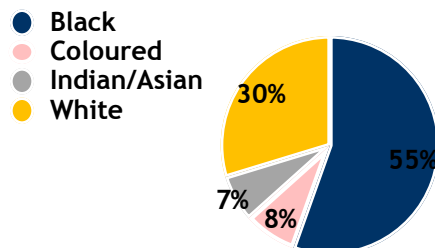
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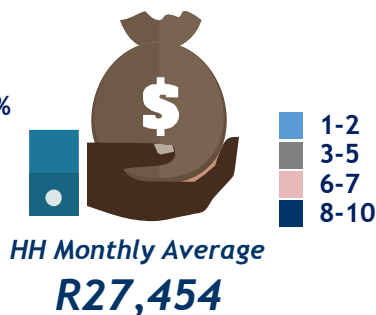
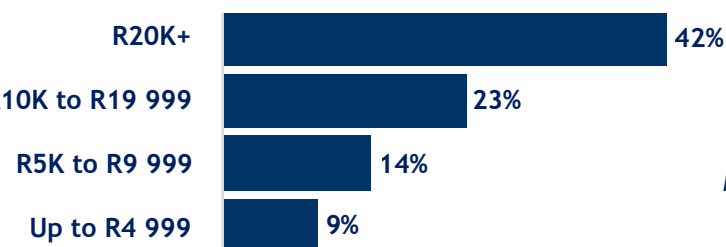
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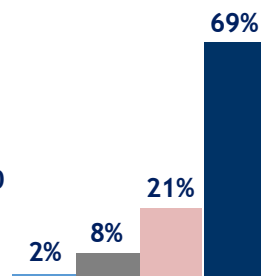
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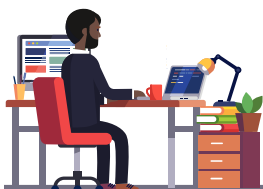
HOUSEHOLD INCOME



SEM



MATRIC: 33%
TERTIARY : 41%



WORKING: 61%
SELF EMPLOYED: 6%

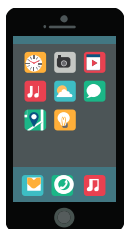


56K OWNERS
BOUGHT NEW: 73%
HAVE 2 VEHICLES IN HH: 41%



BANKED: 89%

95%



HAVE SMARTPHONES
89% USE IT TO ACCESS WWW

64%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

47%



READERSHIP IN GAUTENG; THE REST NATIONAL

81%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)

READERSHIP
TOTAL: 334K
PRINT: 258K

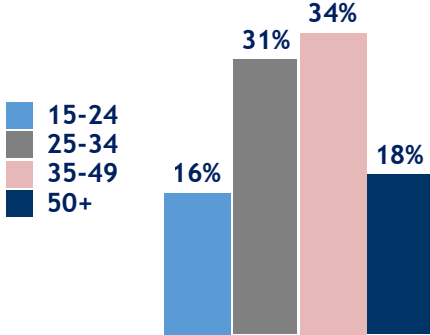
CIRCULATION
19 622

DIGITAL
140 539

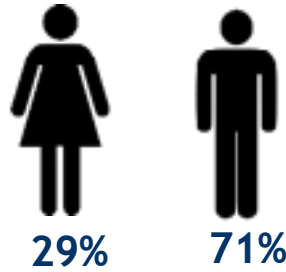
WEEKEND

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.

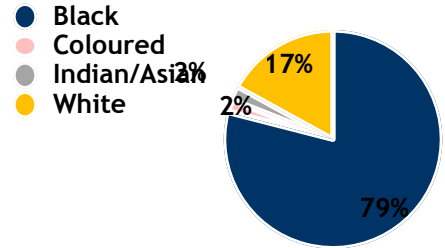
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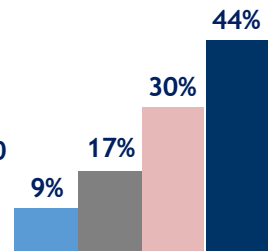
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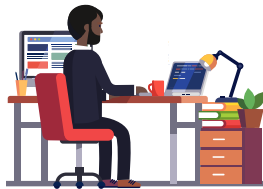
HOUSEHOLD INCOME



SEM



MATRIC: 53%
TERTIARY : 17%



WORKING: 62%
SELF EMPLOYED: 4%

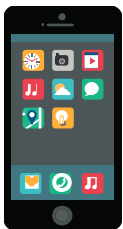


BOUGHT NEW: 48%
HAVE 2 VEHICLES IN HH: 40%



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)