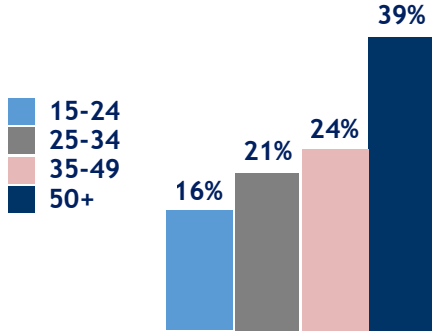


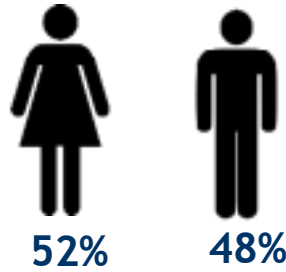
THE VOICE AND HEART OF THE COMMUNITY

POST records the heartbeat of the Indian community in KZN and growing in readership in Gauteng with over six decades of experience in proving this niched market with hard news, sport, politics & entertainment. POST has made no small contribution to cultural diversity and continues to be a torch bearer for a vibrant community that guides this newspaper which has become an integral part of their social fabric.

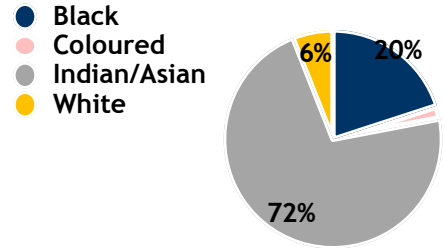
AGE



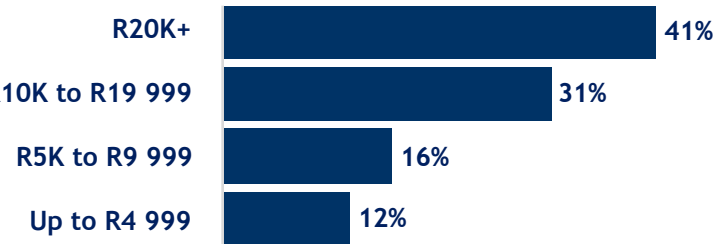
GENDER



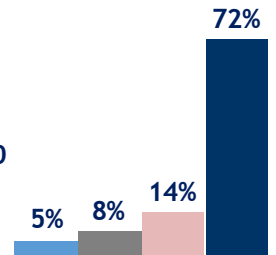
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 44%
TERTIARY: 15%



WORKING: 45%
SELF EMPLOYED: 9%

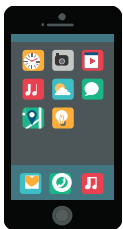


134K OWNERS
BOUGHT NEW: 50%
HAVE 2 VEHICLES IN HH: 40%



BANKED: 84%

73%



HAVE SMARTPHONES
90% USE IT TO ACCESS WWW

83%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

84%



READERSHIP IN KZN

77%



LOOKED AT/BOUGHT CLOTHING (P 6 MONTHS)