



**INDEPENDENT**

# Publication Profiles

**Isolezwe**  
Isolezwe  
Isolezwe

**THE TIMES THE MERCURY**

**TRAVELLE**

**IOL**

**REPORT**

**Cape Argus**

**TALENT 360**

**HOME**

**PERSONAL FINANCE**  
HEALTH - INVESTMENT - PROSPERITY

**TONIGHT**

**The Star**

**Isolezwe**



**INDEPENDENT**

**The Star**  
**Gauteng**  
**SATURDAY Star**  
**BUSINESSREPORT**  
SOUTH AFRICA'S NATIONAL FINANCIAL CALIBRE

**PUBLICATION PROFILES**

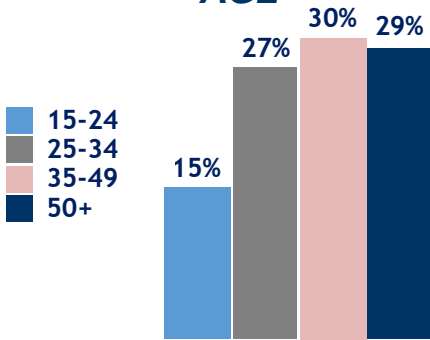


# INDEPENDENT W. CAPE

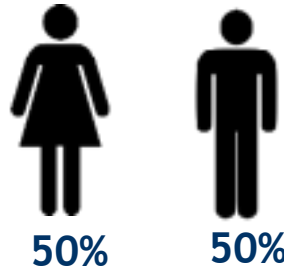
TOTAL READERSHIP: 764,000  
PRINT READERSHIP: 646,000  
CIRCULATION: 135 563

Independent has a variety of publications that editorially cater for every newspaper reader in Western Cape, keeping the readers engaged, informed and entertained. Publications have a mix of frequency; from dailies to weekend papers ensuring coverage throughout the week.

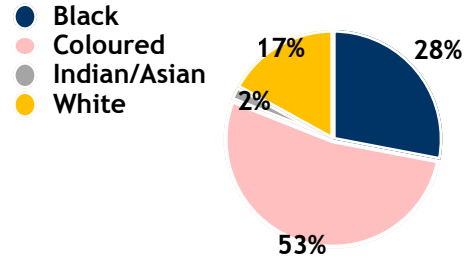
## AGE



## GENDER



## RACE



## HOUSEHOLD INCOME



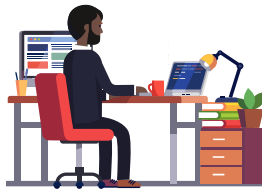
HH Monthly Average  
**R12,784**



## SEM



**MATRIC: 36%**  
**TERTIARY : 11%**



**WORKING: 54%**  
**SELF EMPLOYED: 5%**

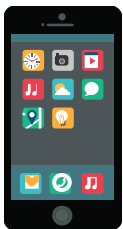


**BOUGHT NEW: 29%**  
**HAVE 2 VEHICLES IN HH: 26%**



**BANKED: 83%**

**71%**



**HAVE SMARTPHONES**  
**69% USE IT TO ACCESS WWW**

**65%**



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

**100%**



**READERSHIP IN WESTERN CAPE**

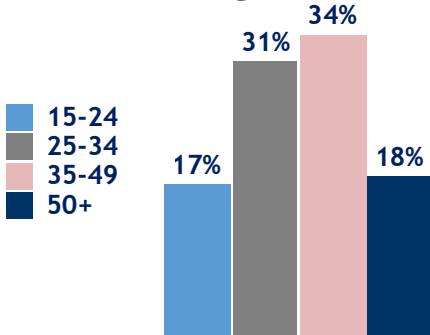
**64%**



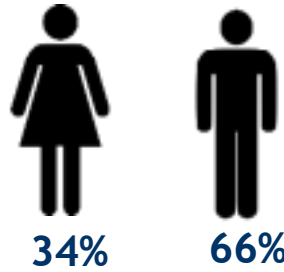
**LOOKED AT/BOUGHT CLOTHING (P 6 MONTHS)**

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.

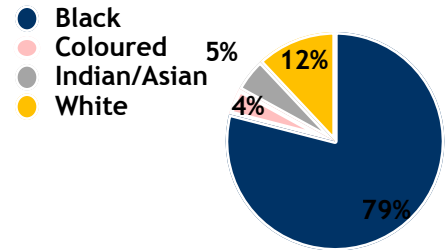
## AGE



## GENDER



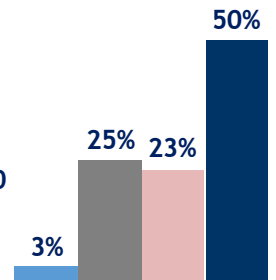
## RACE



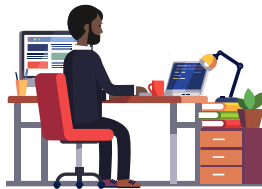
## HOUSEHOLD INCOME



## SEM



**MATRIC: 35%**  
**TERTIARY: 39%**



**WORKING: 56%**  
**SELF EMPLOYED: 9%**

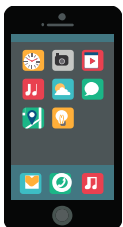


**307K OWNERS**  
**BOUGHT NEW: 47%**  
**HAVE 2 VEHICLES IN HH: 38%**



**BANKED: 85%**

**80%**



**HAVE SMARTPHONES**  
**73% USE IT TO ACCESS WWW**

**67%**



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

**78%**



**READERSHIP IN GAUTENG**

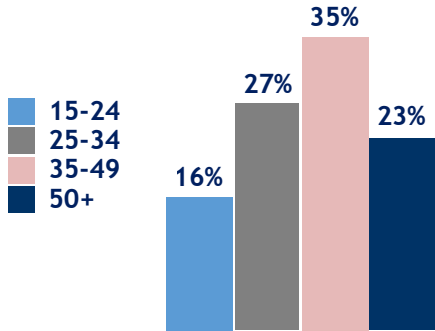
**73%**



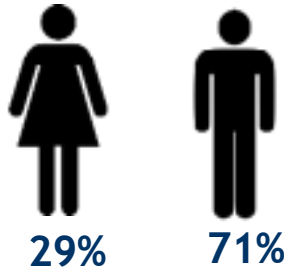
**LOOKED AT/BOUGHT CLOTHING (P 6 MONTHS)**

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.

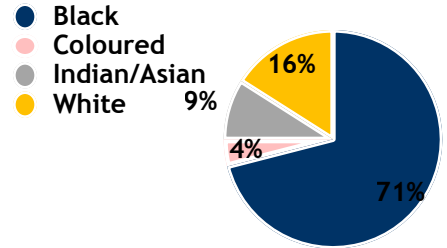
## AGE



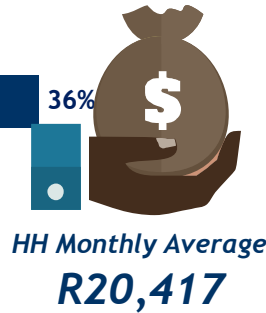
## GENDER



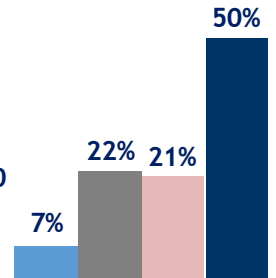
## RACE



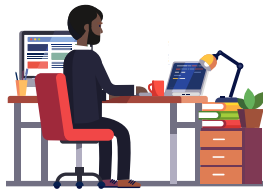
## HOUSEHOLD INCOME



## SEM



**MATRIC: 42%**  
**TERTIARY : 32%**



**WORKING: 58%**  
**SELF EMPLOYED: 5%**

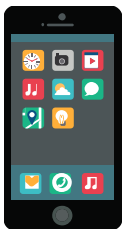


**162K OWNERS**  
**BOUGHT NEW: 51%**  
**HAVE 2 VEHICLES IN HH: 32%**



**BANKED: 86%**

**72%**



**HAVE SMARTPHONES**  
**71% USE IT TO ACCESS WWW**

**68%**



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

**67%**



**READERSHIP IN GAUTENG**

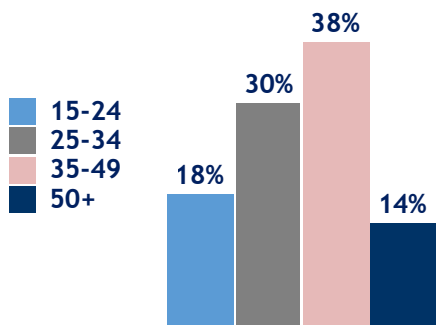
**76%**



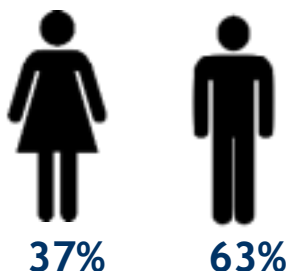
**LOOKED AT/BOUGHT CLOTHING (P 6 MONTHS)**

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.

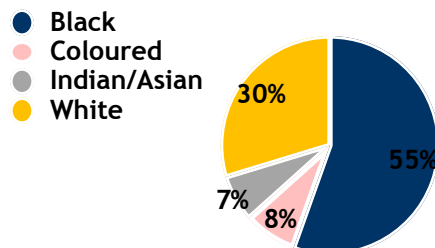
## AGE



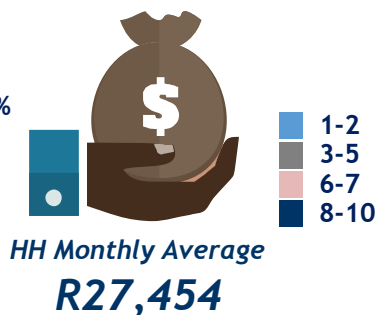
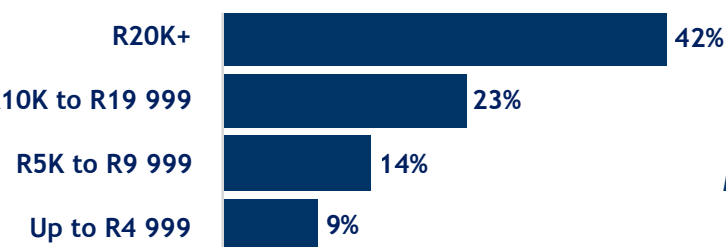
## GENDER



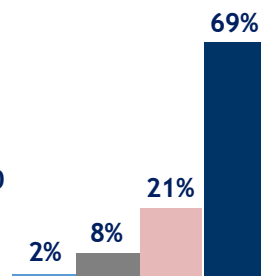
## RACE



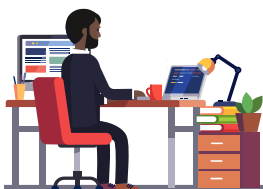
## HOUSEHOLD INCOME



## SEM



**MATRIC: 33%**  
**TERTIARY : 41%**



**WORKING: 61%**  
**SELF EMPLOYED: 6%**

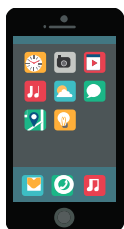


**56K OWNERS**  
**BOUGHT NEW: 73%**  
**HAVE 2 VEHICLES IN HH: 41%**



**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**

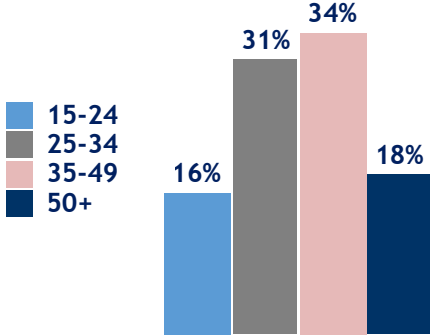
**CIRCULATION**  
**19 622**

**DIGITAL**  
**140 539**

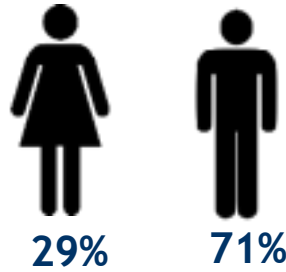
**WEEKEND**

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.

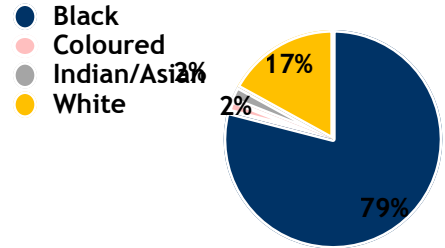
## AGE



## GENDER



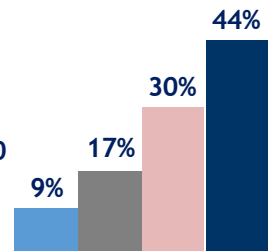
## RACE



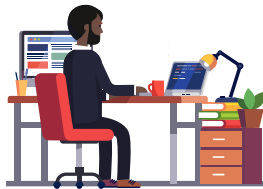
## HOUSEHOLD INCOME



## SEM



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



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

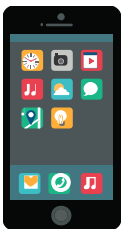


**BOUGHT NEW: 48%**  
**HAVE 2 VEHICLES IN HH: 40%**



**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)**