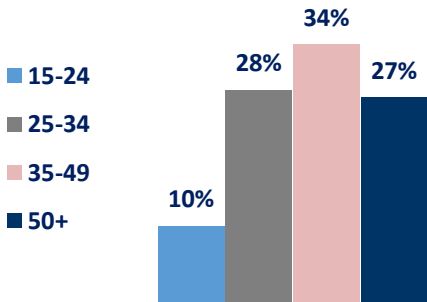
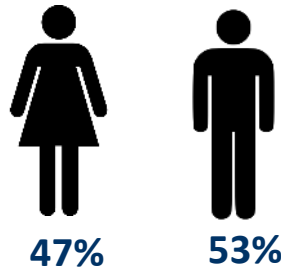


The best English read in KZN; Daily News publishes a strong mix of local, national and international news and features. It is fiercely independent, writes with authority and regards sports and entertainment as two key focus areas. In the words of the editor; "It's warm, dependable, familiar and credible, enjoys a strong readership loyalty as a result and provides a vibrant platform for interactivity with readers."

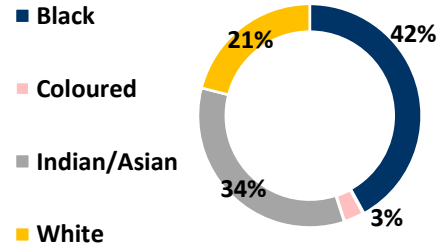
AGE



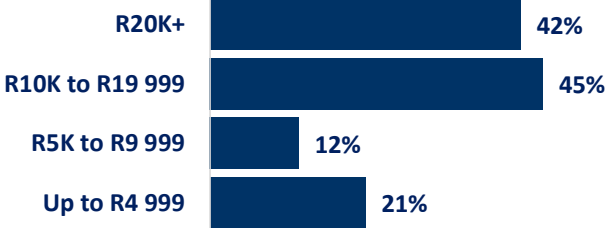
GENDER



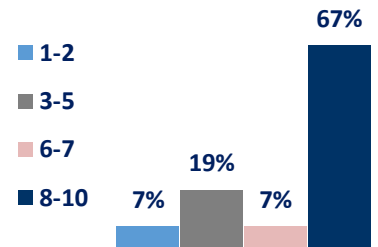
RACE



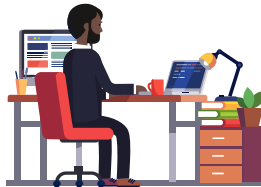
HOUSEHOLD INCOME



SEM



MATRIC: 40%
TERTIARY : 25%



WORKING: 49%
SELF EMPLOYED: 8%

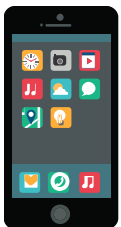


124K OWNERS
BOUGHT NEW: 61%
HAVE 2 VEHICLES IN HH: 48%



BANKED: 88%

73%



HAVE SMARTPHONES
85% USE IT TO ACCESS WWW

80%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN KZN

81%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)