

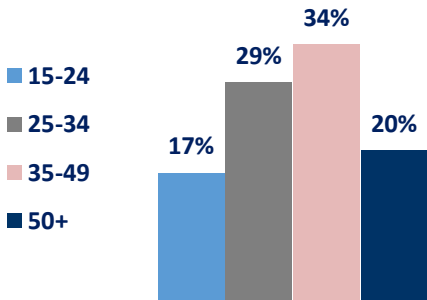


INDEPENDENT GAUTENG:

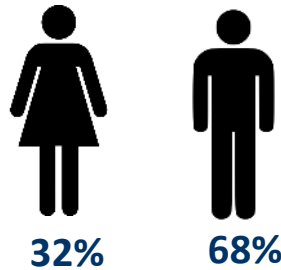
TOTAL READERSHIP: 1,325,000
PRINT READERSHIP: 962,000
CIRCULATION: 138,044

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.

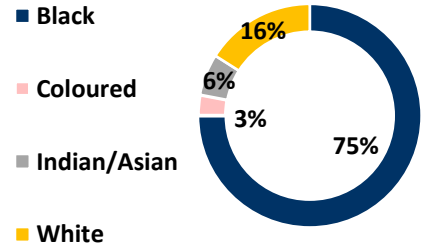
AGE



GENDER



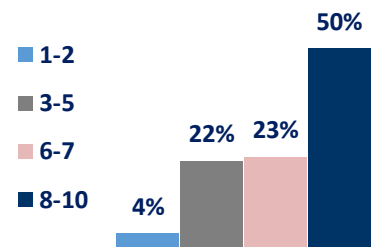
RACE



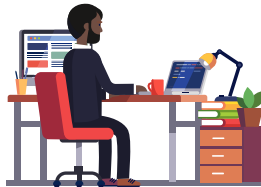
HOUSEHOLD INCOME



SEM



MATRIC: 41%
TERTIARY : 30%



WORKING: 57%
SELF EMPLOYED: 7%

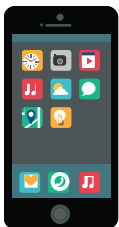


BOUGHT NEW: 53%
HAVE 2 VEHICLES IN HH: 37%



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)