



INDEPENDENT KZN:

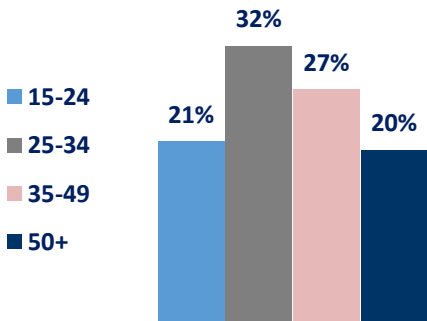
TOTAL READERSHIP: 3,103,000

PRINT READERSHIP: 2,922,000

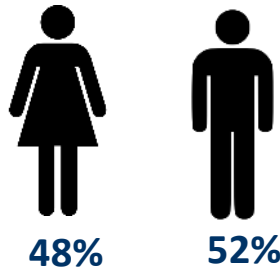
CIRCULATION: 352,624

Independent has a variety of publications that editorially cater for every newspaper reader in KZN with a spill over to some neighbouring provinces (Eastern Cape, Mpumalanga and Gauteng), 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.

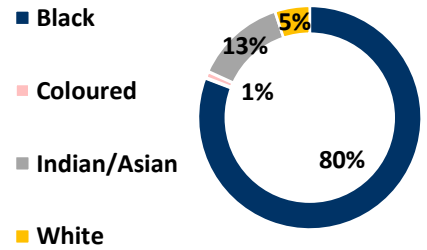
AGE



GENDER



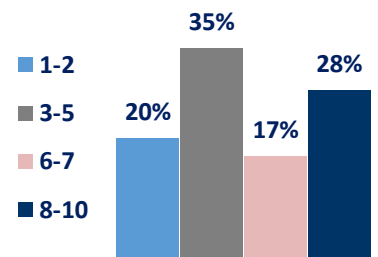
RACE



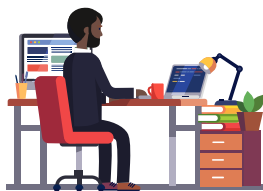
HOUSEHOLD INCOME



SEM



MATRIC: 38%
TERTIARY : 14%



WORKING: 42%
SELF EMPLOYED: 6%

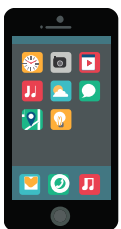


BOUGHT NEW: 57%
HAVE 2 VEHICLES IN HH: 36%



BANKED: 73%

62%



HAVE SMARTPHONES
61% USE IT TO ACCESS WWW

71%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

87%



READERSHIP IN KZN

78%



LOOKED AT/BOUGHT CLOTHING (P 6 MONTHS)