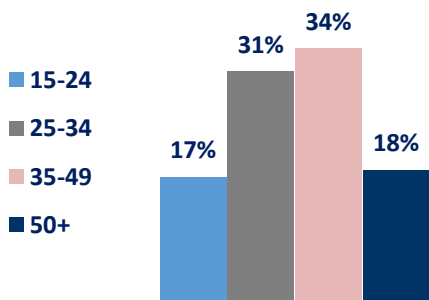
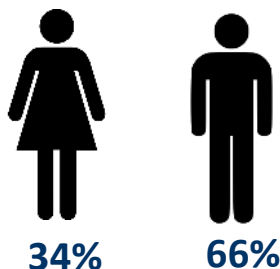


Unchallenged as South Africa's most influential daily newspaper, The Star covers the heart of the nation with unequalled reporting of local, national and international news and sport. It is widely considered to be a superb advertising environment. Targeted at people in Greater Johannesburg – South Africa's major economic hub.

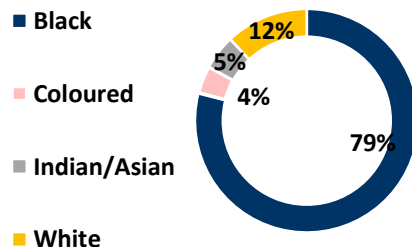
## AGE



## GENDER



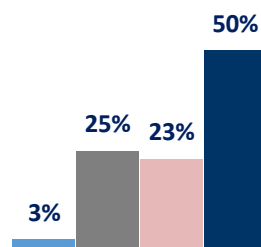
## RACE



## HOUSEHOLD INCOME



## SEM



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



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

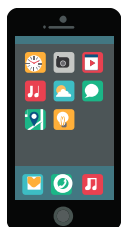


**307K OWNERS**  
**BOUGHT NEW: 47%**  
**HAVE 2 VEHICLES IN HH: 38%**



**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)**