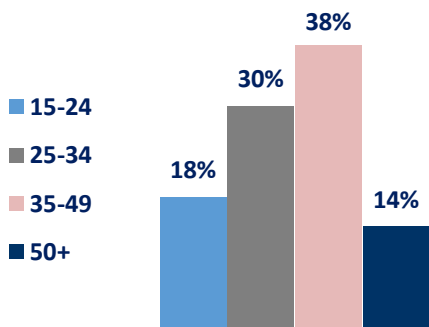
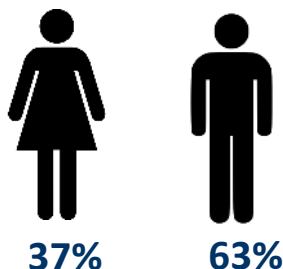


Top-flight writing, investigations and photography have firmly established this quality paper as the newspaper of choice for decision makers and has won it widespread critical acclaim. The publication includes high quality news, opinion and debate, well-researched analysis, cutting-edge business and sport. Target: The Sunday Independent attracts opinion leaders and progressive thinkers.

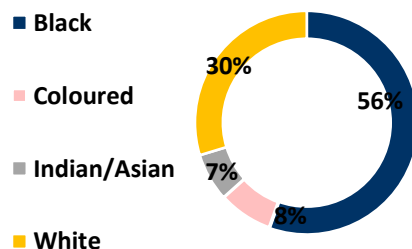
AGE



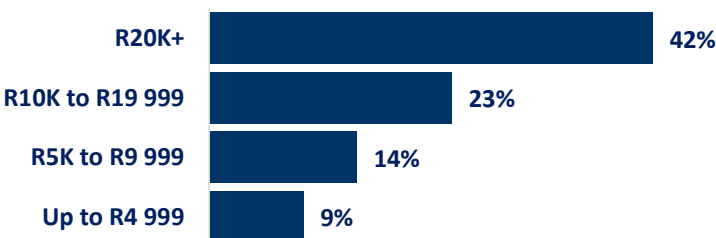
GENDER



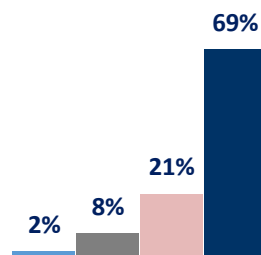
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 33%
TERTIARY : 41%



WORKING: 61%
SELF EMPLOYED: 6%

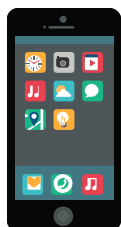


56K OWNERS
BOUGHT NEW: 73%
HAVE 2 VEHICLES IN HH: 41%



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)