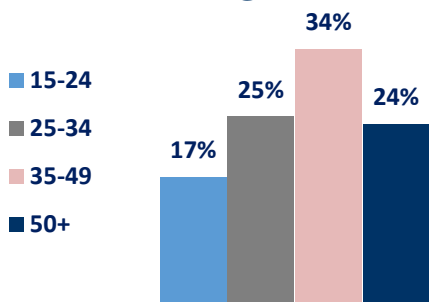


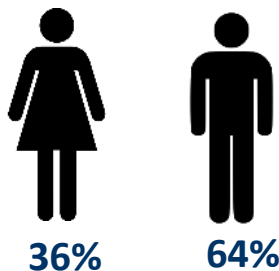
AFFLUENCE

Affluence is the quintessential Lifestyle brand appearing nationally in our Saturday publications. The premier product in the Lifestyle stable, Affluence is targeted at the luxury market - titillating the senses with engaging content and sophisticated images on stylized pages, each specifically designed as a treat to the reader with a taste for the finer things in life. Affluence showcases luxurious objects of desire that readers can aspire to owning. The publication as a whole is a well-thought-out shopping guide for the reader with discerning taste. Affluence is all about aspiring to a luxurious lifestyle ... Affluence is who you want to be ...

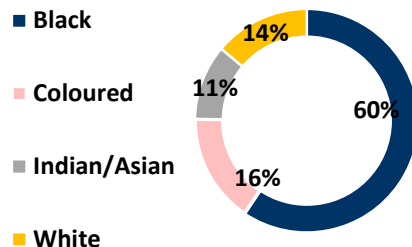
AGE



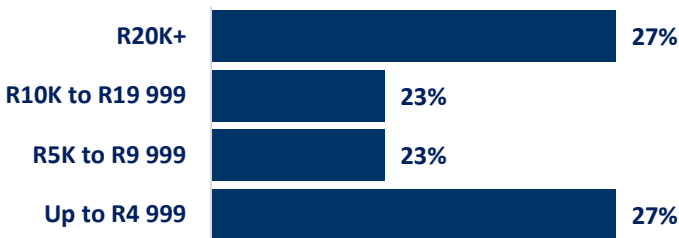
GENDER



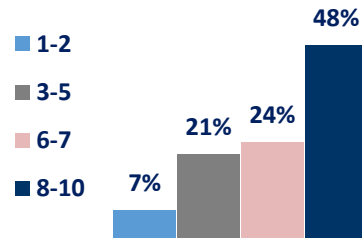
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 45%
TERTIARY : 21%



WORKING: 47%
SELF EMPLOYED: 4%

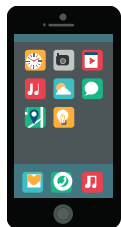


273K OWNERS
BOUGHT NEW: 19%
HAVE 2 VEHICLES IN HH: 25%



BANKED: 87%

66%



HAVE SMARTPHONES
70% USE IT TO ACCESS WWW

65%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

44% GAUTENG



20% KZN
25% WESTERN CAPE

64%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)

Affluence readership is based on the combination of SatStar, PtaN Sat, IOS & WE Arg (Sat)