

DFA

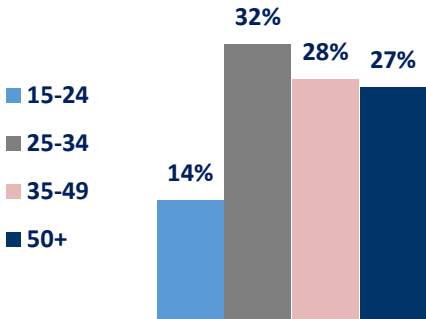
READERSHIP
TOTAL: 122K
PRINT: 110K

CIRCULATION
7 118

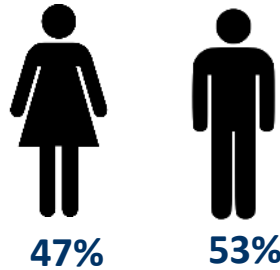
DIGITAL (UB's)
154 212

Launched in 1878, the Diamond Fields Advertiser is the oldest newspaper in the Northern Cape. It is recognised as the independent voice of the Northern Cape; informing, empowering and championing the cause of the province and its people, every day without fear, favour or prejudice in accordance with the highest journalistic standards in the country. Target market: all sectors of the community in Kimberley and the Northern Cape.

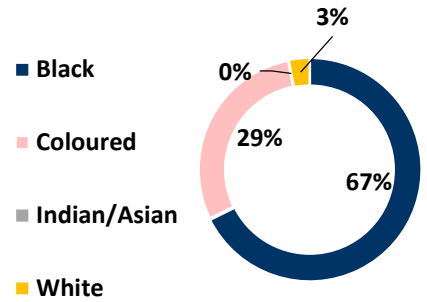
AGE



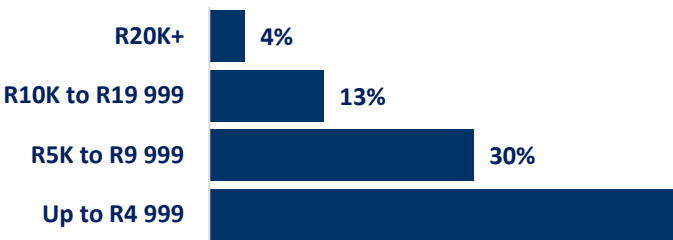
GENDER



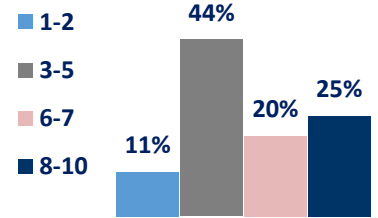
RACE



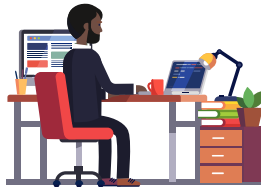
HOUSEHOLD INCOME



SEM



MATRIC: 43%
TERTIARY : 19%



WORKING: 34%

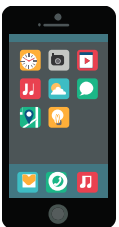


25K OWNERS
BOUGHT A VEHICLE: 25%
HAVE 2 VEHICLES IN HH: 5%



BANKED: 69%

53%



HAVE SMARTPHONES
64% USE IT TO ACCESS WWW

73%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN NORTHERN CAPE

58%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)