



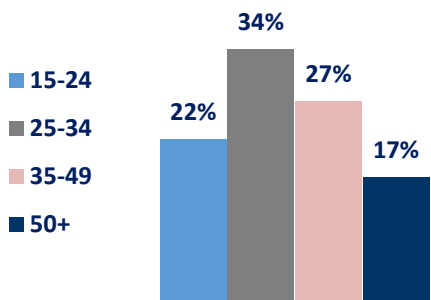
READERSHIP
TOTAL: 143K
PRINT: 125K

CIRCULATION
35 257

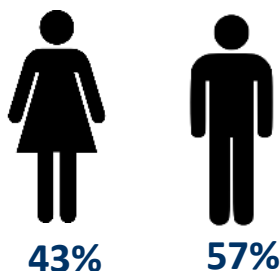
DIGITAL (UB's)
134 006

Independent On Saturday is an informative and leisure oriented newspaper with a strong focus on sports, personal finance and entertainment – catering to all in KZN and setting out to help readers decide how to enjoy weekend leisure time.

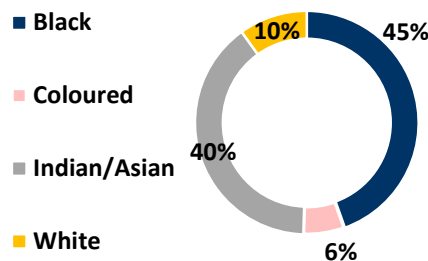
AGE



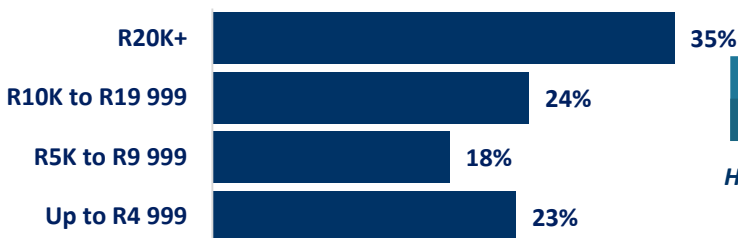
GENDER



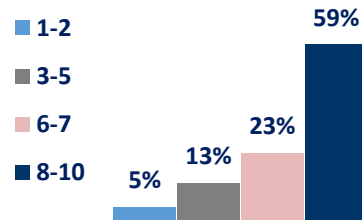
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 37%
TERTIARY : 37%



WORKING: 50%
SELF EMPLOYED: 1%

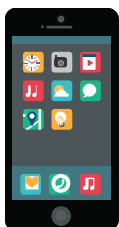


52K OWNERS
BOUGHT NEW: 58%
HAVE 2 VEHICLES IN HH: 46%



BANKED: 81%

80%



HAVE SMARTPHONES
93% USE IT TO ACCESS WWW

62%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN KZN

78%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)