

INFLUENCE

Sunday Tribune | Sunday Independent | Weekend Argus Sunday

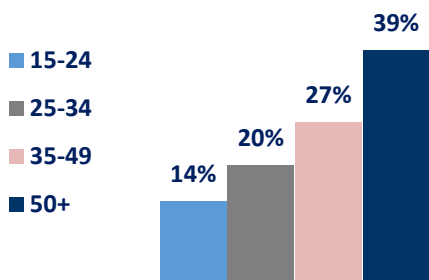
TOTAL READERSHIP: 584,000

CIRCULATION: 139,917

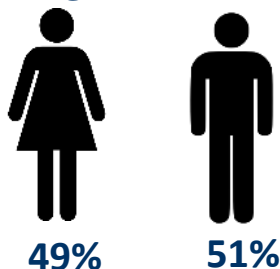
Influence: An authoritative Sunday supplement consisting largely of long-form journalism, typically covering in the moment topics and news features, and focusing on media and culture, the environment, social justice, gender, race and innovation.

Influence appears in Sunday Independent, Sunday Tribune and Weekend Argus Sunday.

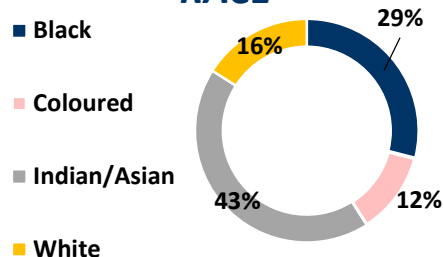
AGE



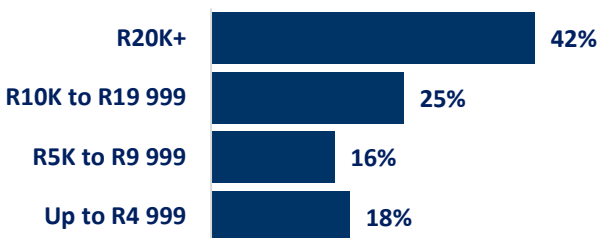
GENDER



RACE

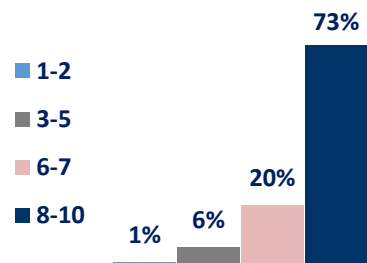


HOUSEHOLD INCOME



HH Monthly Average
R21,649

SEM



MATRIC: 40%
TERTIARY : 22%



WORKING: 43%
SELF EMPLOYED: 6%

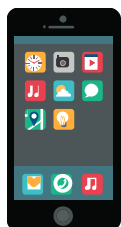


229K OWNERS
BOUGHT NEW: 23%
HAVE 2 VEHICLES IN HH: 33%



BANKED: 86%

68%



HAVE SMARTPHONES
68% USE IT TO ACCESS WWW

77%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

10% GAUTENG



68% KZN
21% WESTERN CAPE

78%



LOOKED AT/BOUGHT CLOTHING (P 6 MONTHS)

INFLUENCE readership is based on the combination of Sunday Independent, Sunday Tribune & WE Arg (Sun)

Source: *PAMS2017 Total: Print (AIR) & Digital P7 Days; Print AIR / Effective measure (UB's) / ABC 2019 Q2 2019

INDEPENDENT