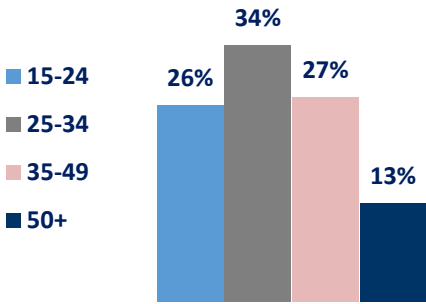
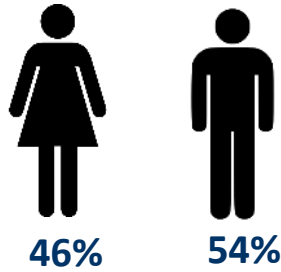


Isolezwe ngeSonto has a dedicated editorial team which works on the Sunday edition getting readers that are tuned into the weekend mood with gripping news, entertainment, TV reviews and sport.

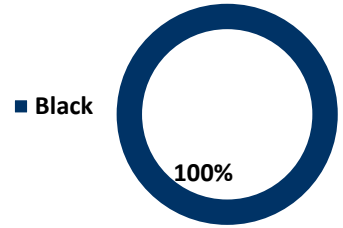
AGE



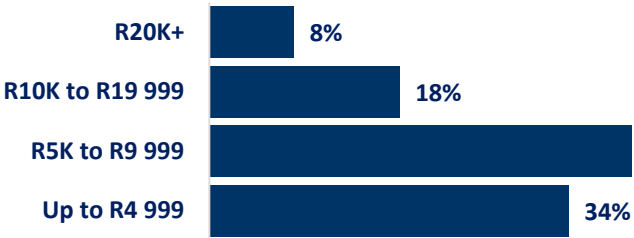
GENDER



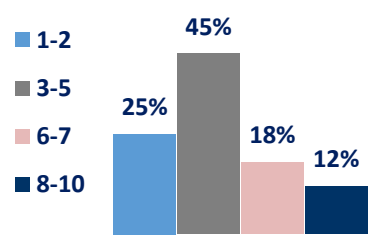
RACE



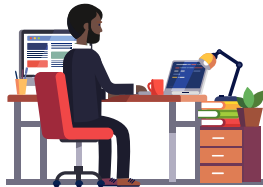
HOUSEHOLD INCOME



SEM



MATRIC: 41%
TERTIARY : 10%



WORKING: 40%
SELF EMPLOYED: 4%

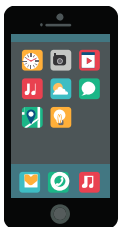


89K OWNERS
BOUGHT NEW: 57%
HAVE 2 VEHICLES IN HH: 13%



BANKED: 67%

56%



HAVE SMARTPHONES
87% USE IT TO ACCESS WWW

69%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

86%



READERSHIP IN KZN

75%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)