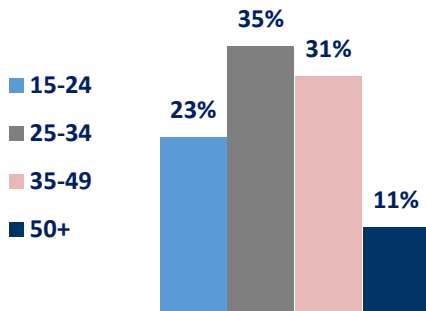
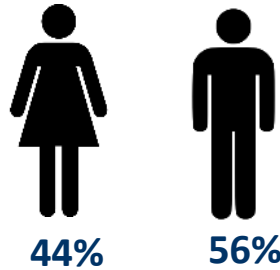


Isolezwe ngoMgqibelo is a modern Zulu language newspaper that champions the reading needs of its audience. It is created by a team that understands and delivers on the interests and aspirations of its readers.

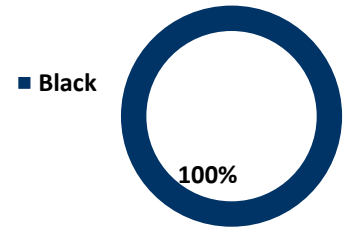
AGE



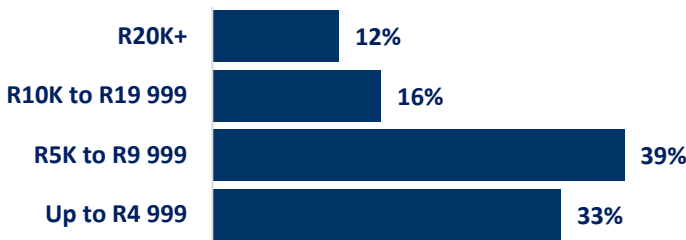
GENDER



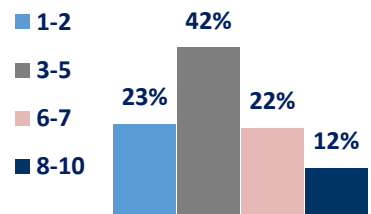
RACE



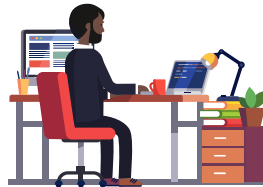
HOUSEHOLD INCOME



SEM



MATRIC: 36%
TERTIARY : 12%



WORKING: 38%
SELF EMPLOYED: 5%

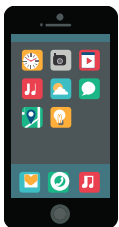


69K OWNERS
BOUGHT NEW: 51%
HAVE 2 VEHICLES IN HH: 25%



BANKED: 69%

56%



HAVE SMARTPHONES
85% USE IT TO ACCESS WWW

68%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

88%



READERSHIP IN KZN

80%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)