



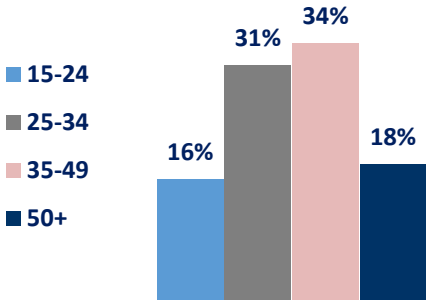
READERSHIP
TOTAL: 334K
PRINT: 258K

CIRCULATION
19 522

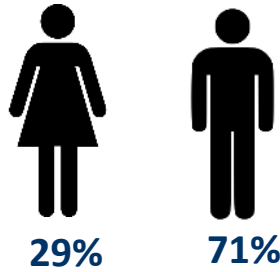
DIGITAL (UB's)
176 663

Pretoria News and Pretoria News Weekend are newspapers appearing in the city of Pretoria - Monday to Saturday. They offer a comprehensive coverage of local, national and international news with supplements focusing on a variety of topics including careers, motoring, entertainment, finance and travelling to mention some.

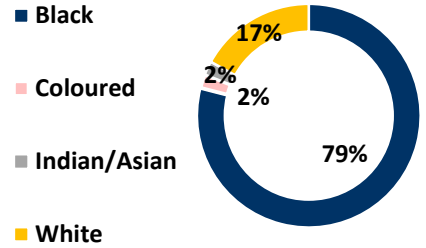
AGE



GENDER



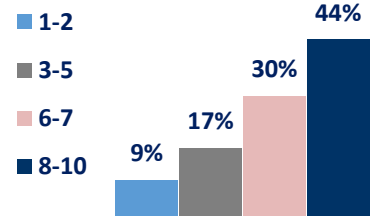
RACE



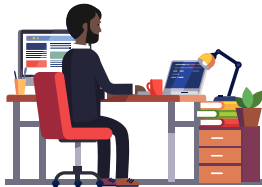
HOUSEHOLD INCOME



SEM



MATRIC: 53%
TERTIARY : 17%



WORKING: 62%
SELF EMPLOYED: 4%

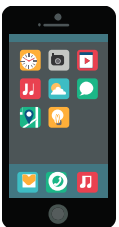


BOUGHT NEW: 48%
HAVE 2 VEHICLES IN HH: 40%



BANKED: 88%

83%



HAVE SMARTPHONES
95% USE IT TO ACCESS WWW

72%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

88%



READERSHIP IN GAUTENG

58%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)