

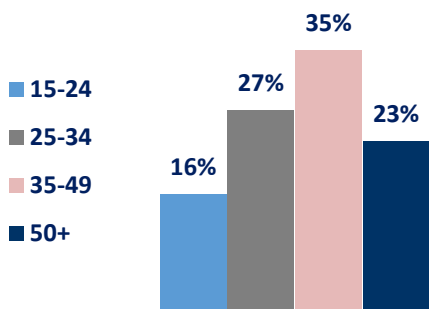


READERSHIP
TOTAL: 375K
PRINT: 313K

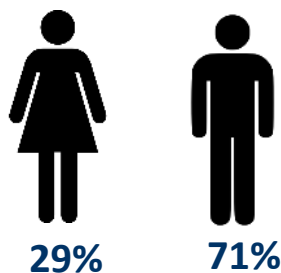
CIRCULATION **DIGITAL (UB's)**
38 470 **101 273**

An indispensable weekend read. It includes hard news from across the country, the best weekend sports coverage, great features, travel & entertainment news. The perfect read for a time-pressed, spoilt-for-choice weekend reader. The best-selling (English) Saturday paper in the country. The first section comprises local news, international news, local & international celebrity gossip. The second section starts with Canvas Life. Opinion & analysis, business, property, media & marketing and letters make up the balance of the second section, with great sport coverage. For those concerned about money the best advice is in Personal Finance. Supplements are made up of Travel, 48 Hours, School Sport & Independent Home.

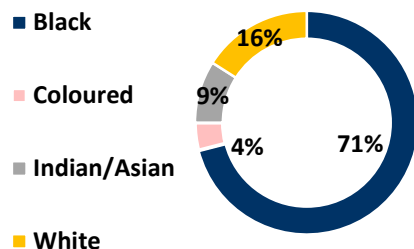
AGE



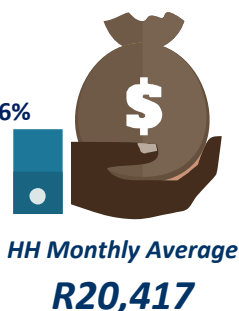
GENDER



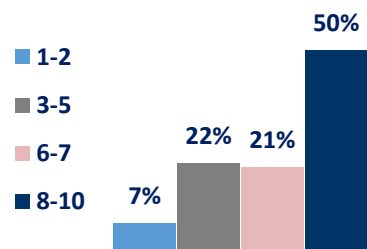
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 42%
TERTIARY : 32%



WORKING: 58%
SELF EMPLOYED: 5%

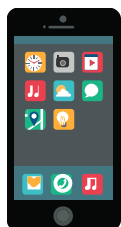


162K OWNERS
BOUGHT NEW: 51%
HAVE 2 VEHICLES IN HH: 32%



BANKED: 86%

72%



HAVE SMARTPHONES
71% USE IT TO ACCESS WWW

68%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

67%



READERSHIP IN GAUTENG

76%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)