



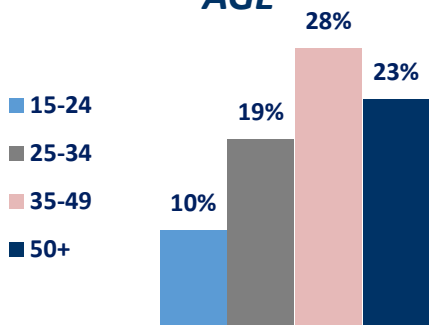
READERSHIP
TOTAL: 431K
PRINT: 403K

CIRCULATION
48 305

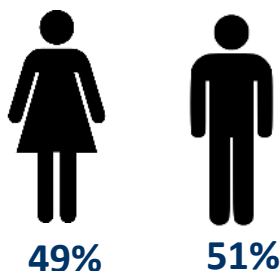
DIGITAL (UB's)
353 655

"The Sunday Tribune is Durban's most popular read. It does not just inform, educate and entertain; it helps make sense of the world we live in." says the editor of Sunday Tribune. It aims to intelligently filter the information explosion and provides a spread of opinion to help readers make up their own minds. The paper sets out to keep readers entertained and informed. It's packaged to cater to a reader with a wide range of interests and from different backgrounds.

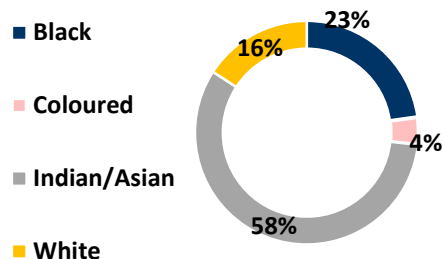
AGE



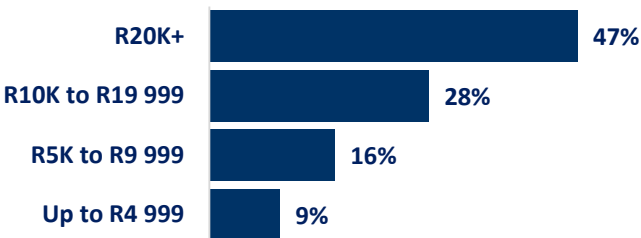
GENDER



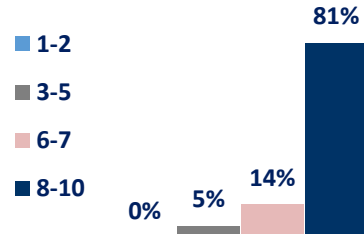
RACE



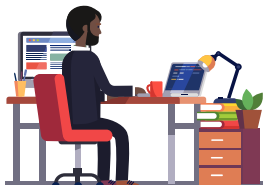
HOUSEHOLD INCOME



SEM



MATRIC: 41%
TERTIARY : 25%



WORKING: 52%
SELF EMPLOYED: 11%

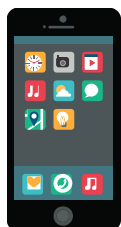


192K OWNERS
BOUGHT NEW: 65%
HAVE 2 VEHICLES IN HH: 39%



BANKED: 87%

69%



HAVE SMARTPHONES
86% USE IT TO ACCESS WWW

82%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

94%



READERSHIP IN KZN

83%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)