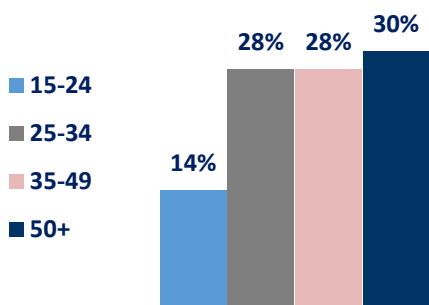
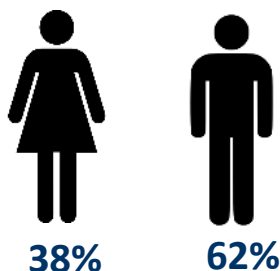


The Mercury is positioned to appeal to upmarket and successful people across the KZN province who recognise the value of being kept informed. It is a vehicle for the upwardly mobile and critical individual who is discerning and a main decision maker their life.

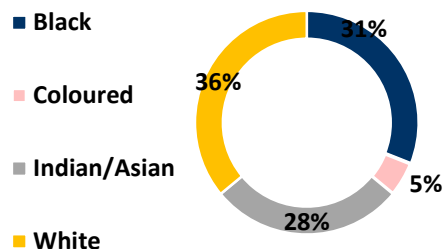
AGE



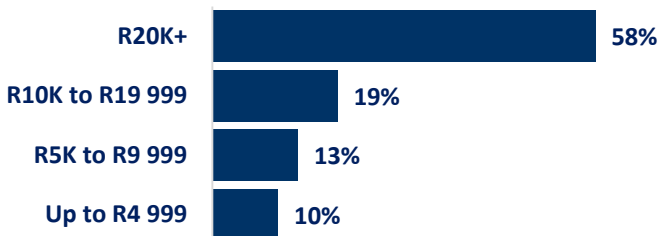
GENDER



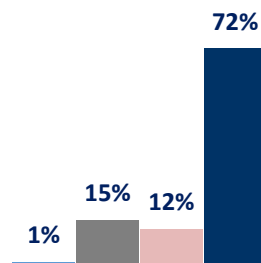
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 38%
TERTIARY : 38%



WORKING: 61%
SELF EMPLOYED: 11%

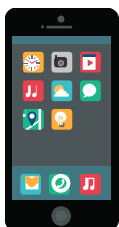


153K OWNERS
BOUGHT NEW: 75%
HAVE 2 VEHICLES IN HH: 53%



BANKED: 96%

87%



HAVE SMARTPHONES
76% USE IT TO ACCESS WWW

81%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN KZN

81%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)