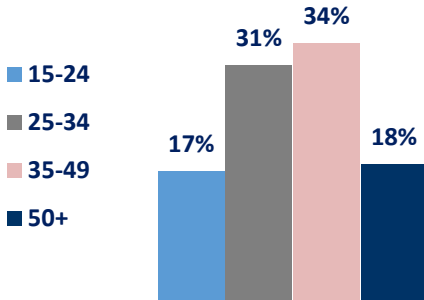


READERSHIP
TOTAL: 679K
PRINT: 401K

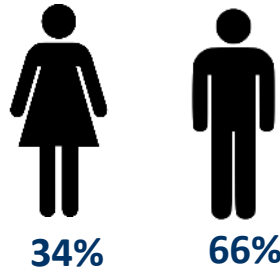
CIRCULATION **DIGITAL (UB's)**
71 692 **272 612**

Unchallenged as South Africa's most influential daily newspaper, The Star covers the heart of the nation with unequalled reporting of local, national and international news and sport. It is widely considered to be a superb advertising environment. Targeted at people in Greater Johannesburg – South Africa's major economic hub.

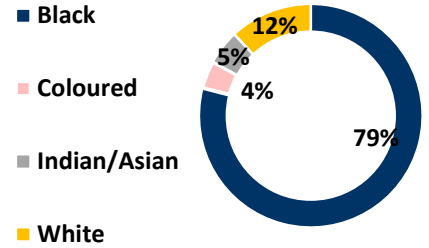
AGE



GENDER



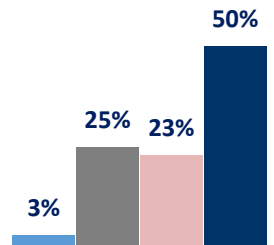
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 35%
TERTIARY : 39%



WORKING: 56%
SELF EMPLOYED: 9%

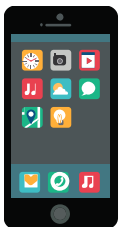


307K OWNERS
BOUGHT NEW: 47%
HAVE 2 VEHICLES IN HH: 38%



BANKED: 85%

80%



HAVE SMARTPHONES
73% USE IT TO ACCESS WWW

67%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

78%



READERSHIP IN GAUTENG

73%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)