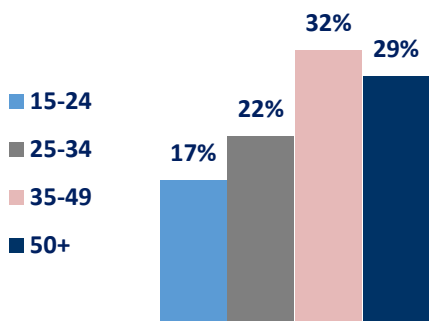




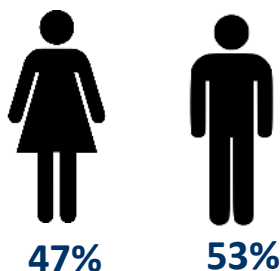
READERSHIP
 TOTAL: 255K
 PRINT: 230K

CIRCULATION **DIGITAL (UB's)**
 49 635 27 827

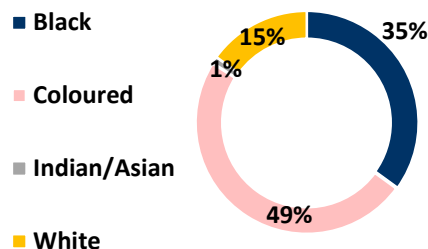
AGE



GENDER



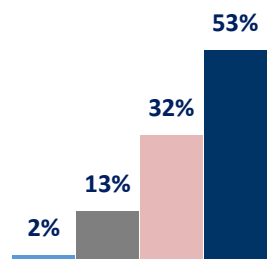
RACE



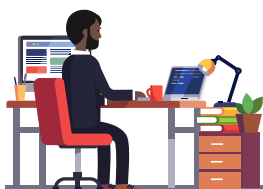
HOUSEHOLD INCOME



SEM



MATRIC: 34%
TERTIARY : 15%



WORKING: 55%
SELF EMPLOYED: 6%

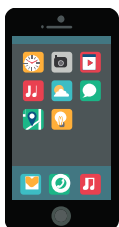


87K OWNERS
BOUGHT NEW: 40%
HAVE 2 VEHICLES IN HH: 17%



BANKED: 87%

62%



HAVE SMARTPHONES
86% USE IT TO ACCESS WWW

71%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN WESTERN CAPE

60%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)