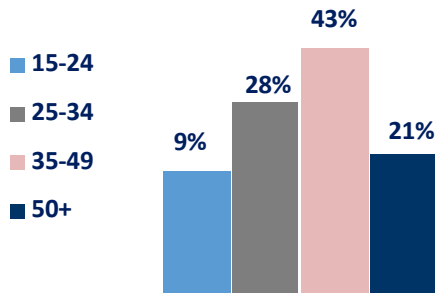
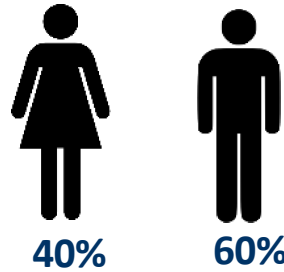


Launched in 1878, the Diamond Fields Advertiser is the oldest newspaper in the Northern Cape. It is recognised as the independent voice of the Northern Cape; informing, empowering and championing the cause of the province and its people, every day without fear, favour or prejudice in accordance with the highest journalistic standards in the country. Target market: all sectors of the community in Kimberley and the Northern Cape.

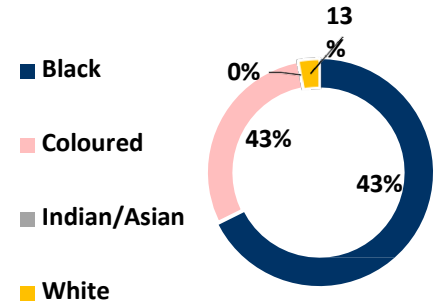
## AGE



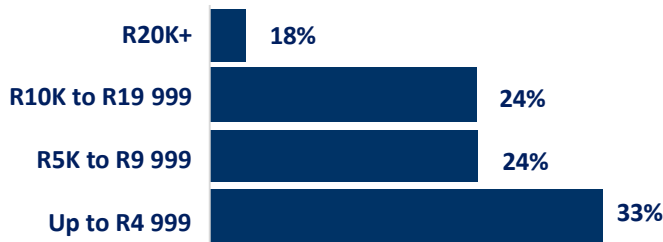
## GENDER



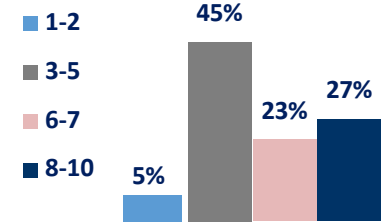
## RACE



## HOUSEHOLD INCOME



## SEM



**MATRIC: 36%**  
**TERTIARY : 15%**



**WORKING: 48%**  
**SELF EMPLOYED: 6%**

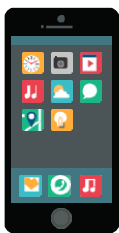


**BOUGHT A NEW VEHICLE: 10%**  
**HAVE 2 VEHICLES IN HH: 16%**



**BANKED: 70%**

**74%**



**HAVE SMARTPHONES**  
**80% USE IT TO ACCESS WWW**

**67%**



**RESPONSIBLE FOR DAY-TO-DAY PURCHASES**

**100%**



**READERSHIP IN NORTHERN CAPE**

**60%**



**LOOKED AT/BOUGHT CLOTHING (P 6 MONTHS)**