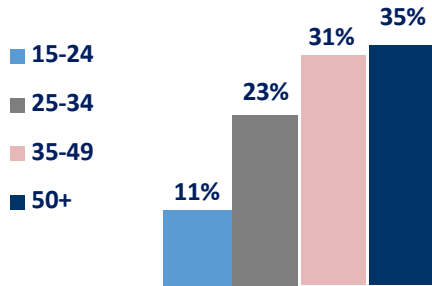


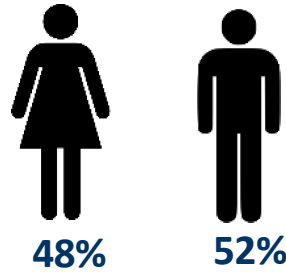
THE VOICE AND HEART OF THE COMMUNITY

POST records the heartbeat of the Indian community in KZN and growing in readership in Gauteng with over six decades of experience in proving this niched market with hard news, sport, politics & entertainment. POST has made no small contribution to cultural diversity and continues to be a torch bearer for a vibrant community that guides this newspaper which has become an integral part of their social fabric.

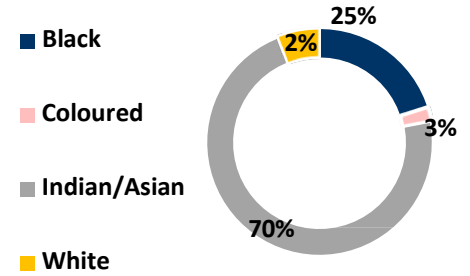
AGE



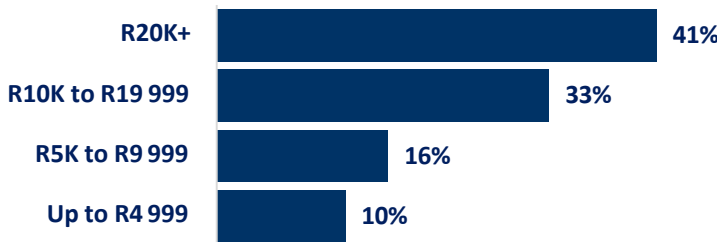
GENDER



RACE

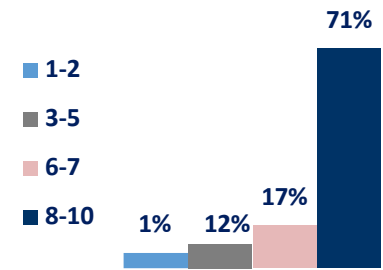


HOUSEHOLD INCOME



HH Monthly Average
R21 496

SEM



MATRIC: 42%
TERTIARY : 28%



WORKING: 51%
SELF EMPLOYED: 5%

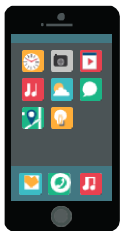


BOUGHT NEW: 27%
HAVE 2 VEHICLES IN HH: 41%



BANKED: 87%

80%



HAVE SMARTPHONES
82% USE IT TO ACCESS WWW

75%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

76%



READERSHIP IN KZN

69%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)