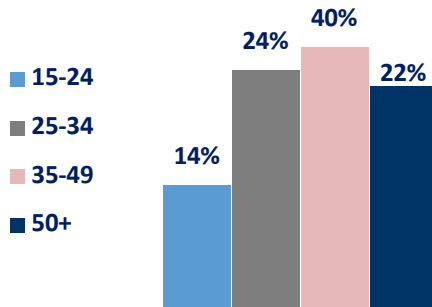


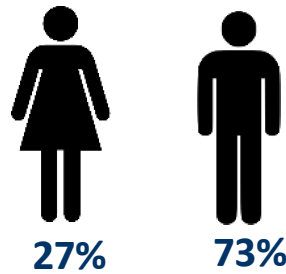


Pretoria News (M-F) is a newspapers appearing in the city of Pretoria - Monday to Friday. They offer a comprehensive coverage of local, national and international news with supplements focusing on a variety of topics including careers, motoring entertainment and finance to mention a few.

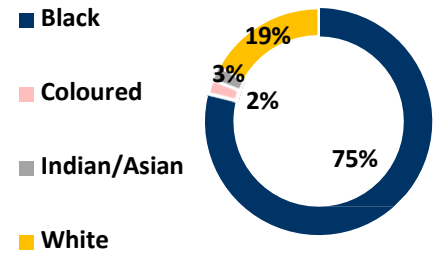
AGE



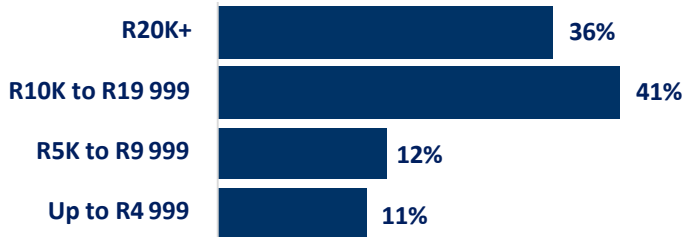
GENDER



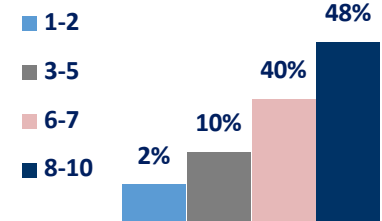
RACE



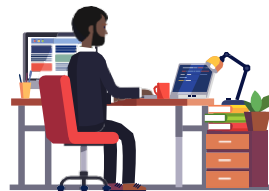
HOUSEHOLD INCOME



SEM



MATRIC: 44%
TERTIARY : 44%



WORKING: 51%
SELF EMPLOYED: 9%

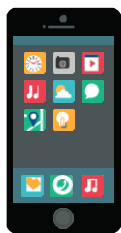


BOUGHT NEW: 26%
HAVE 2 VEHICLES IN HH: 22%



BANKED: 88%

84%



HAVE SMARTPHONES
90% USE IT TO ACCESS WWW

59%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

72%



READERSHIP IN GAUTENG

76%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)