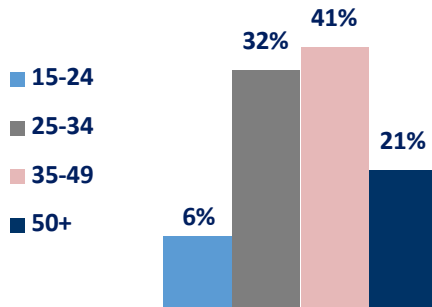
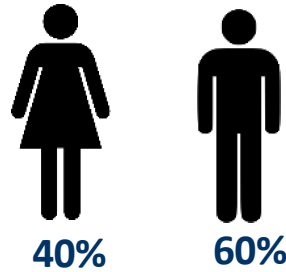


Unchallenged as South Africa's most influential daily newspaper, The Star covers the heart of the nation with unequalled reporting of local, national and international news and sport. It is widely considered to be a superb advertising environment. Targeted at people in Greater Johannesburg – South Africa's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

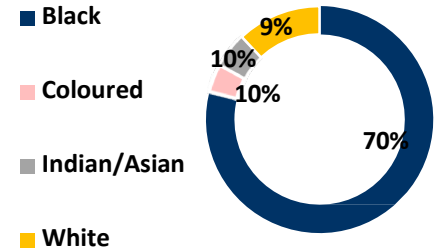
AGE



GENDER



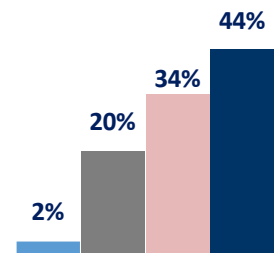
RACE



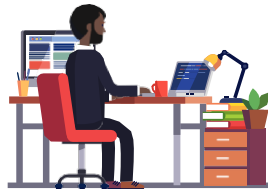
HOUSEHOLD INCOME



SEM



MATRIC: 33%
TERTIARY : 52%



WORKING: 64%
SELF EMPLOYED: 5%

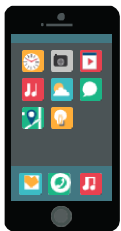


BOUGHT NEW: 30%
HAVE 2 VEHICLES IN HH: 33%



BANKED: 88%

90%



HAVE SMARTPHONES
86% USE IT TO ACCESS WWW

78%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

72%



READERSHIP IN GAUTENG

70%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)