

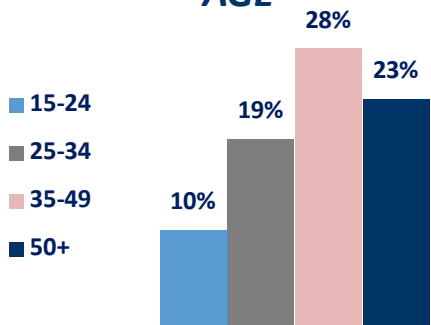


READERSHIP
TOTAL: 431K
PRINT: 403K

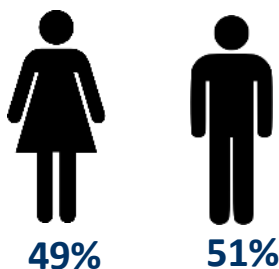
CIRCULATION
37 970

"The Sunday Tribune is Durban's most popular read. It does not just inform, educate and entertain; it helps make sense of the world we live in." says the editor of Sunday Tribune. It aims to intelligently filter the information explosion and provides a spread of opinion to help readers make up their own minds. The paper sets out to keep readers entertained and informed. It's packaged to cater to a reader with a wide range of interests and from different backgrounds.

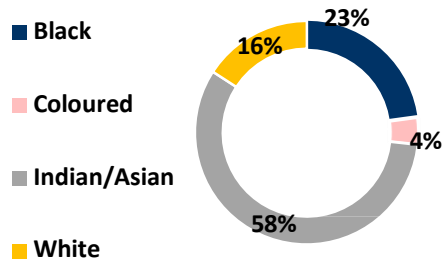
AGE



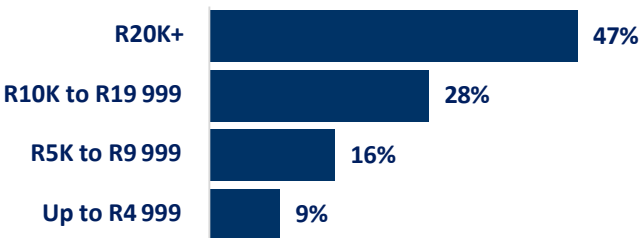
GENDER



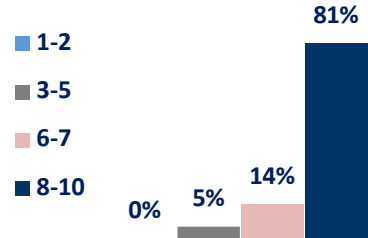
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 41%
TERTIARY : 43%



WORKING: 60%
SELF EMPLOYED: 7%

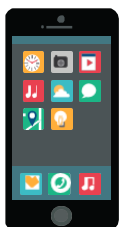


BOUGHT NEW: 38%
HAVE 2 VEHICLES IN HH: 50%



BANKED: 90%

86%



HAVE SMARTPHONES
88% USE IT TO ACCESS WWW

84%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

75%



READERSHIP IN KZN

73%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)