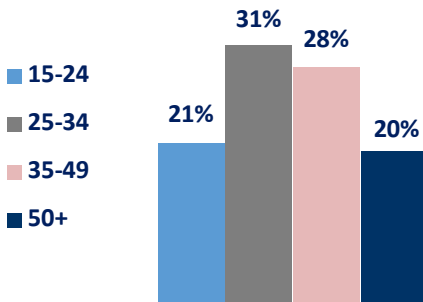
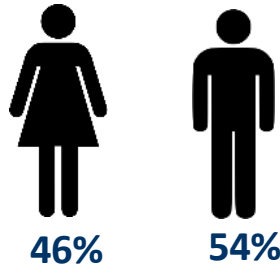


Isolezwe is a modern Zulu language newspaper that champions the reading needs of it's audience. It covers gripping and exciting subjects of reader interest e.g. local, regional, national and international news and sport while always reflecting the spirit of the Zulu nation.

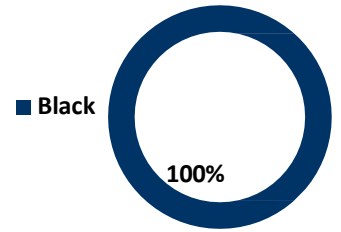
AGE



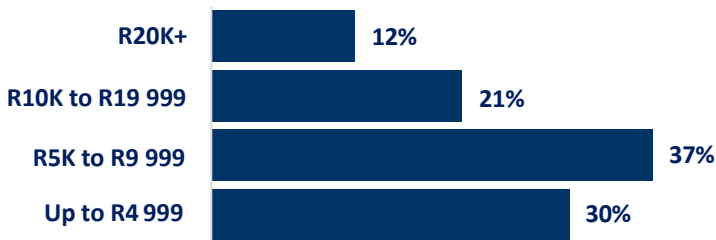
GENDER



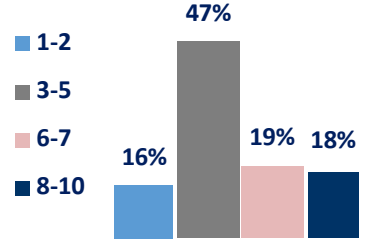
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 43%
TERTIARY : 16%



WORKING: 48%
SELF EMPLOYED: 5%

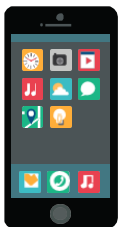


BOUGHT NEW: 8%
HAVE 2 VEHICLES IN HH: 6%



BANKED: 75%

71%



HAVE SMARTPHONES
72% USE IT TO ACCESS WWW

78%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

84%



READERSHIP IN KZN

85%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)