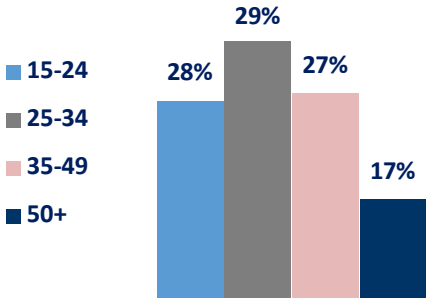
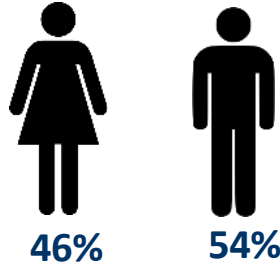


Isolezwe ngeSonto has a dedicated editorial team which works on the Sunday edition getting readers that are tuned into the weekend mood with gripping news, entertainment, TV reviews and sport.

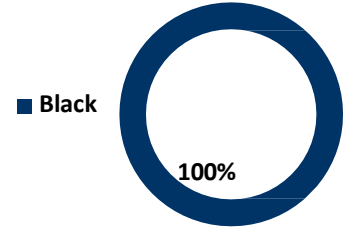
AGE



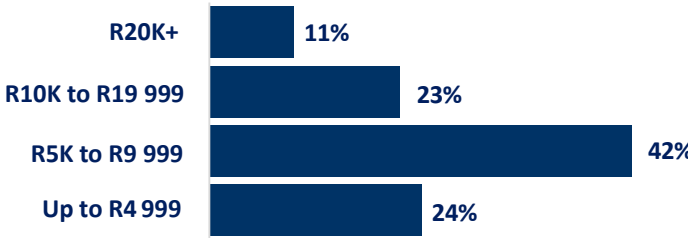
GENDER



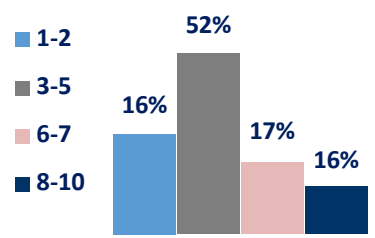
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 37%
TERTIARY : 13%



WORKING: 42%
SELF EMPLOYED: 7%

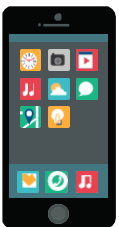


BOUGHT NEW: 8%
HAVE 2 VEHICLES IN HH: 7%



BANKED: 70%

72%



HAVE SMARTPHONES
71% USE IT TO ACCESS WWW

70%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

82%



READERSHIP IN KZN

86%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)