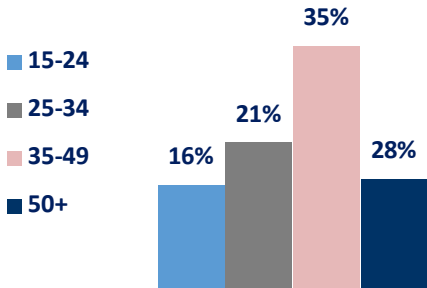




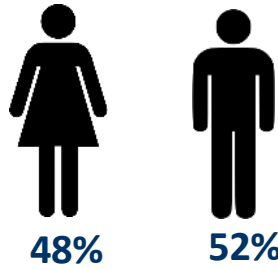
READERSHIP **PRINT ORDER** **DIGITAL (UB's)**
TOTAL: 209K **24 061** **27 827**
PRINT: 188K

Jelly Bean Journal (JBJ) is a kiddies supplement situated in the Saturday Weekend Argus weekly newspaper and targets kids between the ages of 3 and 9 years old. JBJ also caters for teenagers on the back page of the supplement, called Weekend Argus Youth (WAY). The JBJ is filled with exciting activities for kids like coloring in pictures, puzzles, kiddies jokes, competitions, recipes and much more. JBJ has its own kids club with more than 1 000 members and new members joining on a weekly basis.

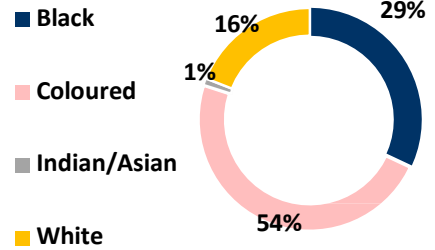
AGE



GENDER



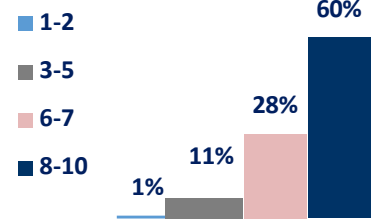
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 33%
TERTIARY : 17%



WORKING: 53%
SELF EMPLOYED: 7%

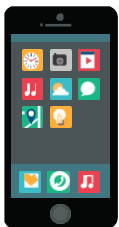


79K OWNERS
BOUGHT NEW: 43%
HAVE 2 VEHICLES IN HH: 19%



BANKED: 86%

67%



HAVE SMARTPHONES
86% USE IT TO ACCESS WWW

71%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN WESTERN CAPE

59%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)