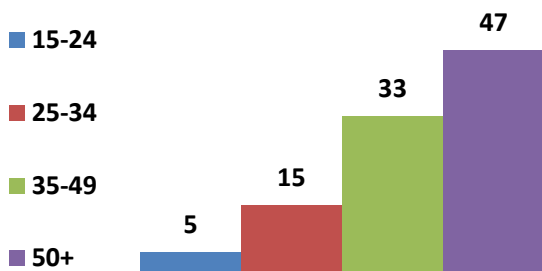


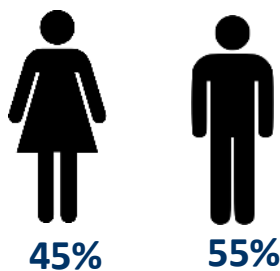


Independent On Saturday is an informative and leisure oriented newspaper with a strong focus on sports, personal finance and entertainment – catering to all in KZN and setting out to help readers decide how to enjoy weekend leisure time.

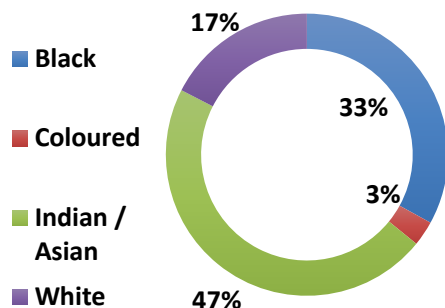
AGE



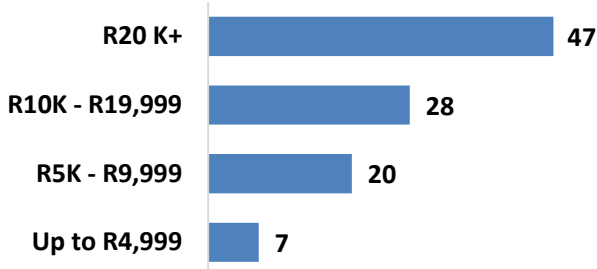
GENDER



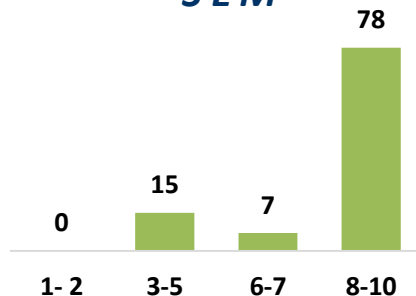
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 44%
TERTIARY : 35%



WORKING: 59%
SELF EMPLOYED: 5%

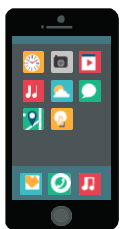


BOUGHT NEW: 35%
HAVE 2 VEHICLES IN HH: 42%



BANKED: 91%

84%



HAVE SMARTPHONES
84% USE IT TO ACCESS WWW

91%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN KZN

72%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)