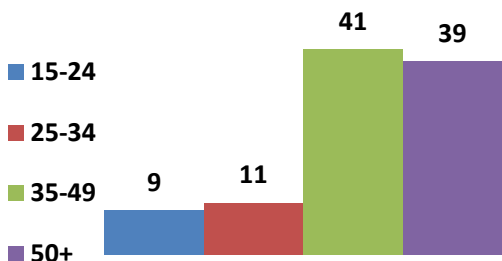
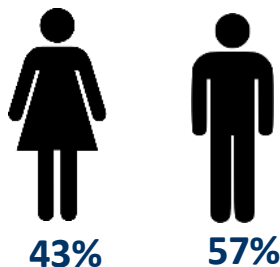


The Mercury is positioned to appeal to upmarket and successful people across the KZN province who recognise the value of being kept informed. It is a vehicle for the upwardly mobile and critical individual who is discerning and a main decision maker their life.

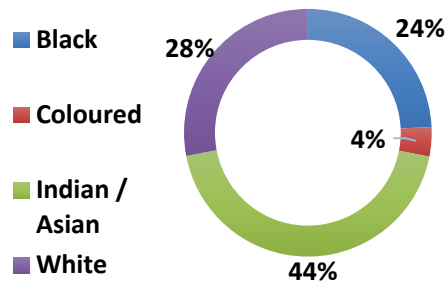
AGE



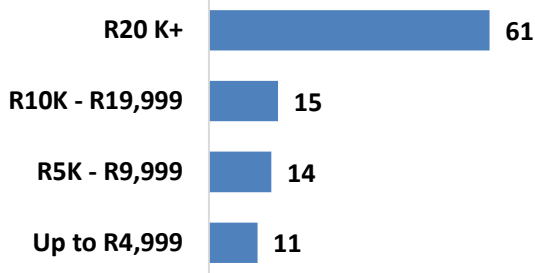
GENDER



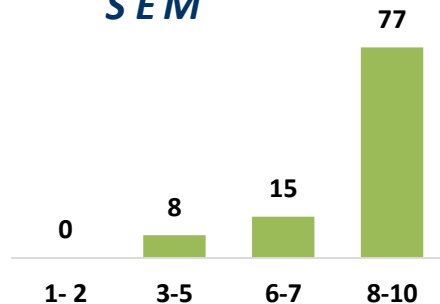
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 40%
TERTIARY : 45%



WORKING: 65%
SELF EMPLOYED: 5%

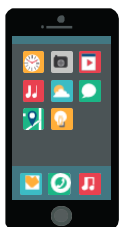


BOUGHT NEW: 36%
HAVE 2 VEHICLES IN HH: 36%



BANKED: 92%

92%



HAVE SMARTPHONES
93% USE IT TO ACCESS WWW

91%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN KZN

81%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)