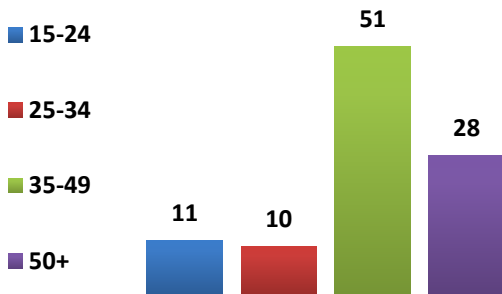


Cape Times is Cape Town's dominant and definitive morning daily publication servicing the needs of the upmarket reader, with an emphasis on corporate news and providing in-depth coverage of current issues

Cape Times covers the Cape with its core areas being the City of Cape Town and the suburbs surrounding the Mother City.

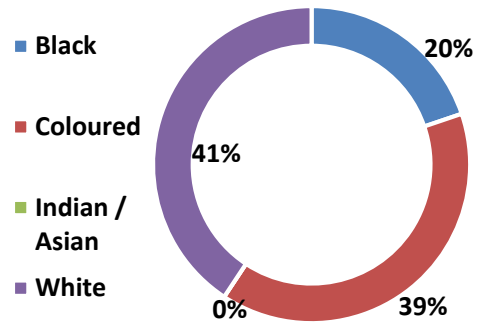
AGE (%)



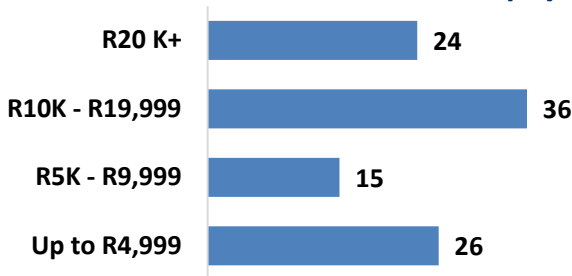
GENDER



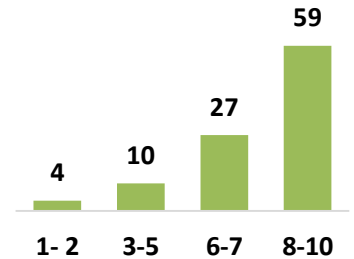
RACE (%)



HOUSEHOLD INCOME (%)



SEM (%)



MATRIC: 43%
TERTIARY : 18%



WORKING: 63%
SELF EMPLOYED: 4%

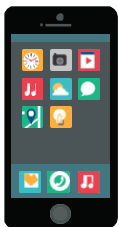


BOUGHT NEW: 32%
HAVE 2 VEHICLES IN HH: 33%



BANKED: 85%

76%



HAVE SMARTPHONES
92% USE IT TO ACCESS WWW

64%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN WESTERN CAPE

71%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)