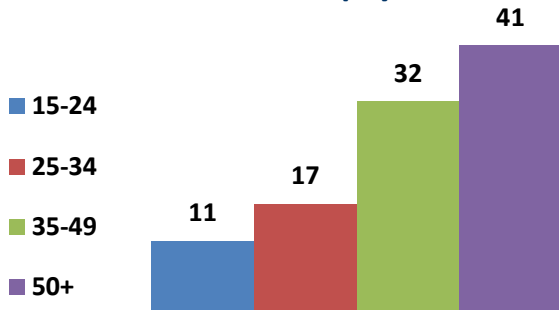


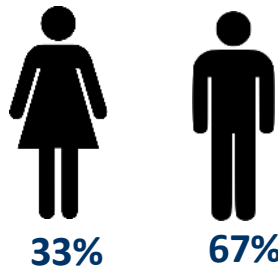


An indispensable weekend read. It includes hard news from cross the country, the best weekend sports coverage, great features, travel & entertainment news. The perfect read for a time-pressed, spoilt-for-choice weekend reader. The best-selling (English) Saturday paper in the country. The first section comprises local news, international news, local & international celebrity gossip. The second section starts with Canvas Life. Opinion & analysis, business, property, media& marketing and letters make up the balance of the second section, with great sport coverage. For those concerned about money the best advice is in Personal Finance. Supplements are made up of Travel, 48 Hours, School Sport & Independent Home.

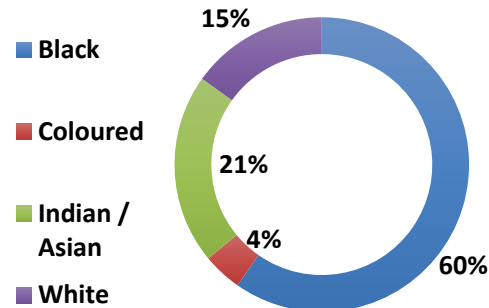
AGE (%)



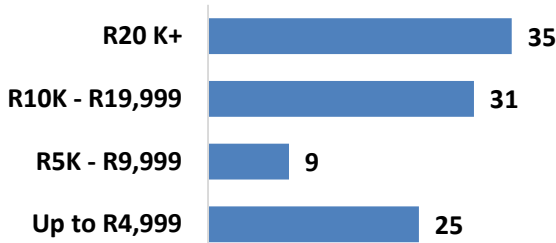
GENDER



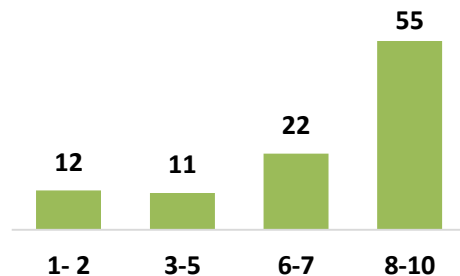
RACE (%)



HOUSEHOLD INCOME (%)



SEM (%)



MATRIC: 53%
TERTIARY : 35%



WORKING: 63%
SELF EMPLOYED: 14%

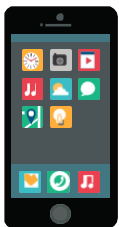


BOUGHT NEW: 27%
HAVE 2 VEHICLES IN HH: 35%



BANKED: 93%

83%



HAVE SMARTPHONES
82% USE IT TO ACCESS WWW

79%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

72%



READERSHIP IN GAUTENG

57%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)