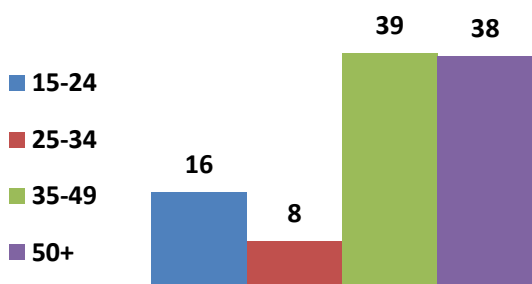


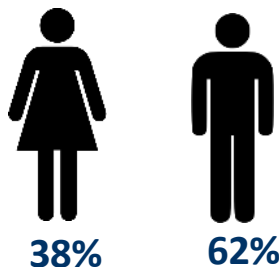


For more than a century Weekend Argus has been the weekend paper for the Western Cape and especially the Cape Town metropole. Weekend Argus on Saturday and Sunday offers its diverse readers world class reporting of lifestyle, entertainment, property, business, local, national and international news and, of course, sport. It is read from the beaches of the Garden Route to the Boland winelands and the arid west Coast

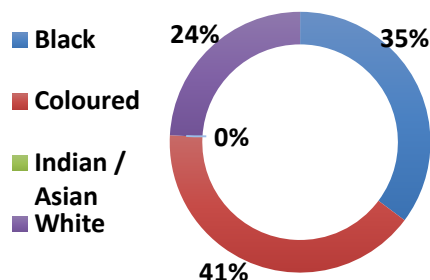
AGE (%)



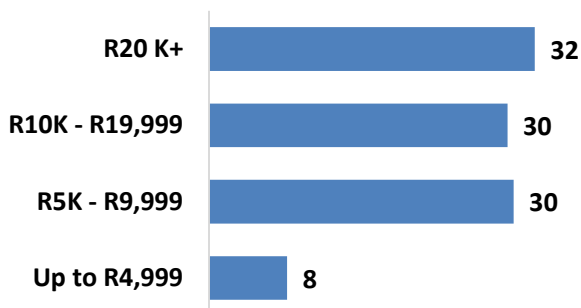
GENDER



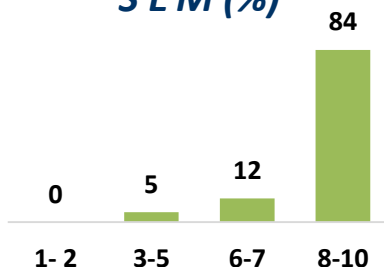
RACE (%)



HOUSEHOLD INCOME (%)



SEM (%)



MATRIC: 33%
TERTIARY : 17%



WORKING: 58%
SELF EMPLOYED: 6%

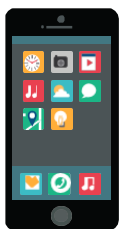


BOUGHT NEW: 43%
HAVE 2 VEHICLES IN HH: 19%



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)