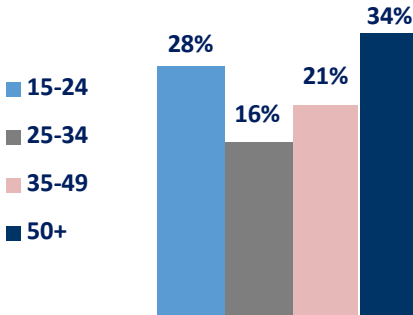
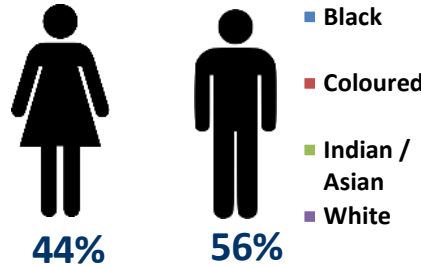


The Diamond Fields Advertiser (DFA) is the definite voice of the Northern Cape and has brought the news to the community and surrounding areas for 145 plus years. Launched in 1878 when major diamond deposits were discovered in the surrounds of Kimberley, the DFA's long, rich history has documented world events since its inception and has continued to be the voice of the Northern Cape by informing, empowering and championing the causes of the province and its people. Distributed free every Friday.

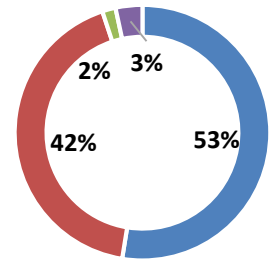
AGE



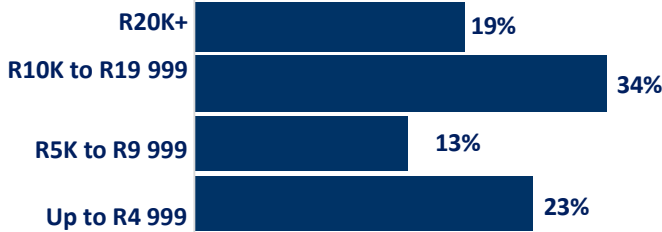
GENDER



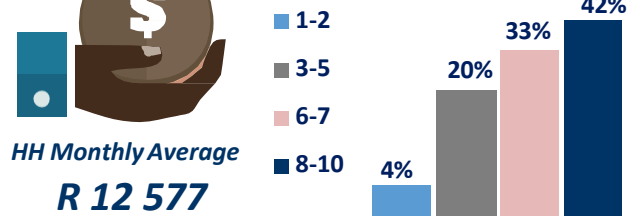
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 55%
TERTIARY : 31%



WORKING: 51%

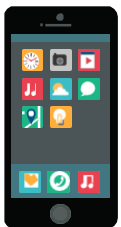


24% OWN/USE/MANTAIN BOUGHT A VEHICLE: 86%
HAVE 2 VEHICLES IN HH:



BANKED: 57%

82%



HAVE SMARTPHONES
81% USE IT TO ACCESS WWW

80%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%
16%



READERSHIP IN NORTHEN CAPE

57%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)