INDEPENDENT



READERSHIP: AIR: 128 000* ON-LINE: 172 000 TOTAL: 290 000 *CIRCULATION: 7 768*

The best English read in KZN; Daily News publishes a strong mix of local, national and international news and features. It is fiercely independent, writes with authority and regards sports and entertainment as two key focus areas. In the words of the editor; "It's warm, dependable, familiar and credible, enjoys a strong readership loyalty as a result and provides a vibrant platform for interactivity with readers."

GENDER RACE AGE Black 15-24 45% 18% 25-34 Coloured 49% 25% 35-49 17% 31% 50+ Indian / Asian 13% 2% 20% 80% White SEM HOUSEHOLD INCOME 63% R20K+ 45% 1-2 R10K to R19 999 16% 3-5 **R5K to R9 999** 20% 6-7 20% 18% HH Monthly Average 8-10 10% 0% Up to R4 999 R 30 309 BANK **60% OWN/USE/MANTAIN MATRIC: 20% WORKING: 73% BOUGHT NEW: 78% BANKED: 77% TERTIARY : 44%** HAVE 2 VEHICLES IN HH: 34% 88% 100% 85% 95% HAVE **RESPONSIBLE FOR READERSHIP IN KZN** LOOKED AT/ **SMARTPHONES DAY-TO-DAY BOUGHT CLOTHING** 87% USE IT TO **PURCHASES** (P 6 MONTHS)

Source: FUSION DATA, ABC Q2 2023 *Demographics on AIR Reader

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