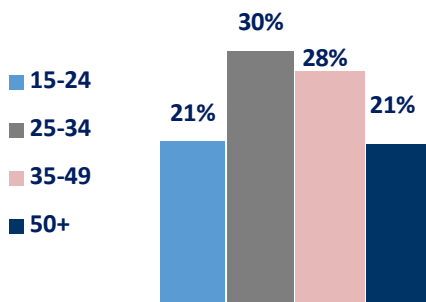




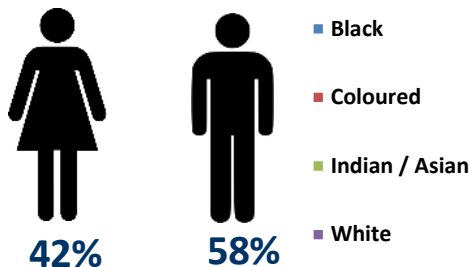
CIRCULATION: 12 004

Independent On Saturday is an informative and leisure oriented newspaper with a strong focus on sports, personal finance and entertainment – catering to all in KZN and setting out to help readers decide how to enjoy weekend leisure time.

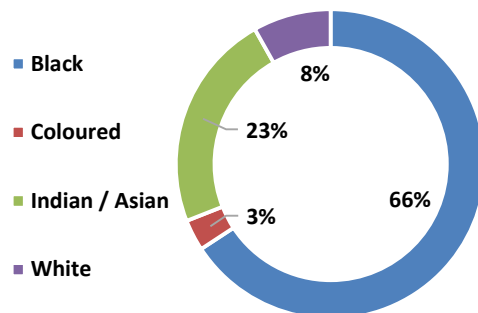
AGE



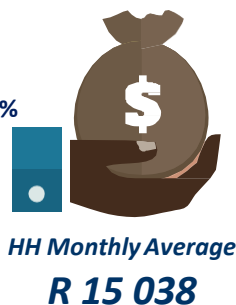
GENDER



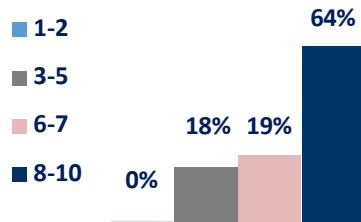
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 26%
TERTIARY : 51%



WORKING: 73%

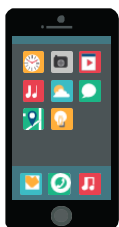


64% OWN/USE/MANTAIN
BOUGHT NEW: 77%
HAVE 2 VEHICLES IN HH: 43%



BANKED: 81%

91%



HAVE SMARTPHONES
93% USE IT TO ACCESS WWW

94%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN KZN

80%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)