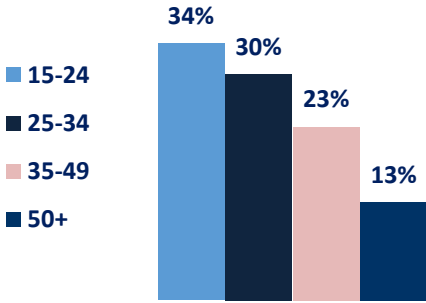
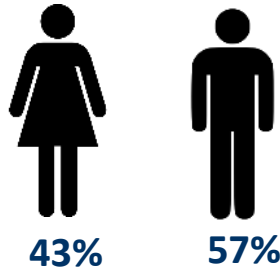


Isolezwe Ngempelasonto is a vibrant Zulu language newspaper that champions the interests of its readers that are tuned into the weekend mood with gripping news, advice, lifestyle, entertainment, TV reviews and sport.

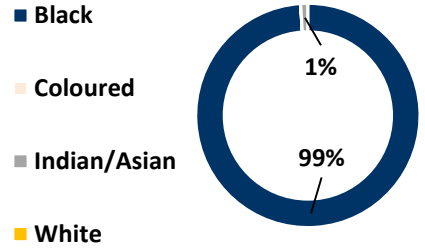
## AGE



## GENDER



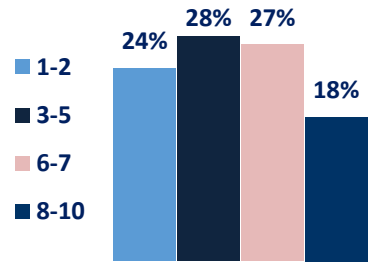
## RACE



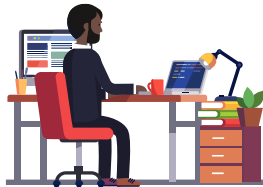
## HOUSEHOLD INCOME



## SEM



**MATRIC: 24%**  
**TERTIARY : 32%**



**WORKING: 51%**

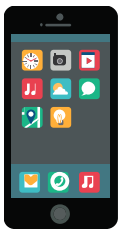


**513K OWNERS**  
**BOUGHT NEW: 86%**  
**HAVE 2 VEHICLES IN HH: 18%**



**BANKED: 67%**

**77%**



**HAVE SMARTPHONES**  
**80% USE IT TO ACCESS WWW**

**83%**



**RESPONSIBLE FOR DAY-TO-DAY PURCHASES**

**98%**



**READERSHIP IN KWAZULU NATAL**

**59%**



**LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)**