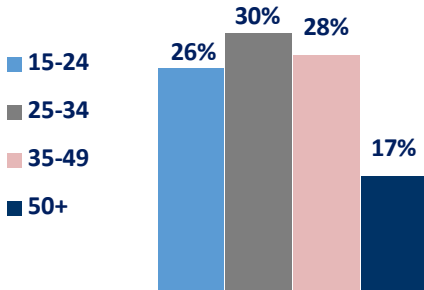
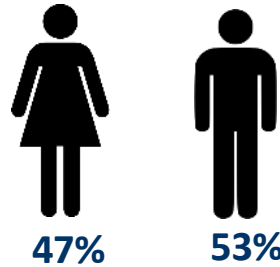


Isolezwe is a modern Zulu language newspaper that champions the reading needs of its audience. It covers gripping and exciting subjects of reader interest e.g. local, regional, national and international news and sport while always reflecting the spirit of the Zulu nation.

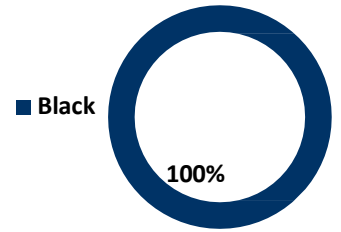
AGE



GENDER



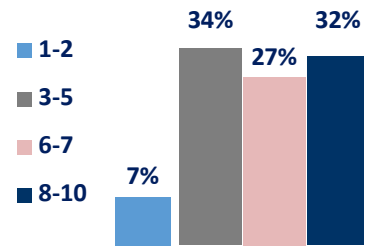
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 24%
TERTIARY : 45%



WORKING: 59%

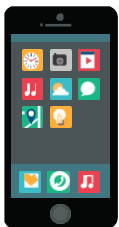


38% OWN/USE/MANTAIN
BOUGHT NEW: 82%
HAVE 2 VEHICLES IN HH: 20%



BANKED: 74%

77%



HAVE
SMARTPHONES
77% USE IT TO
ACCESS WWW

91%



RESPONSIBLE FOR
DAY-TO-DAY
PURCHASES

89%



READERSHIP IN KZN

86%



LOOKED AT/
BOUGHT CLOTHING
(P 6 MONTHS)