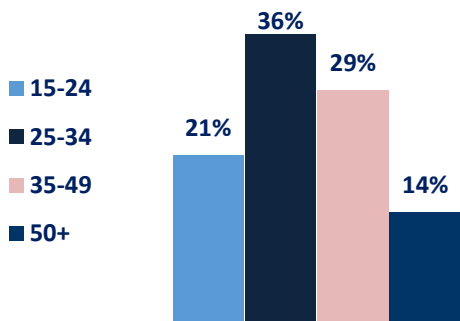


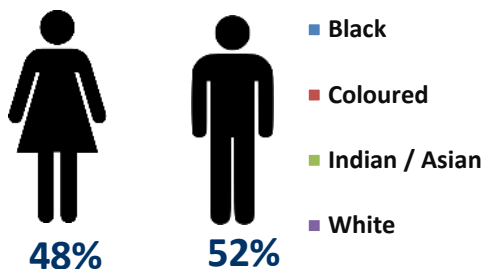
PF

Personal Finance has firmly established itself as the leader in this market, tackling issues affecting the pockets of the consumer. It is a lifestyle publication rather than a strictly business or financial publication. Written to be accessible, interesting and useful to individuals concerned about their financial affairs. The use of plain language and graphics to explain complex financial issues makes it a credible source of information with sound money advice. It is carried in Saturday titles – Saturday Star, Weekend Argus and Independent on a Saturday, as well as in Business Report on a Friday.

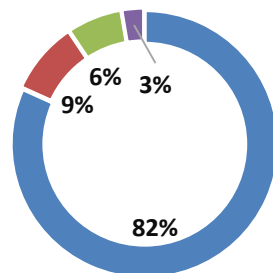
AGE



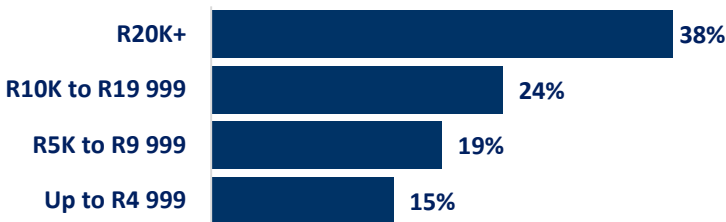
GENDER



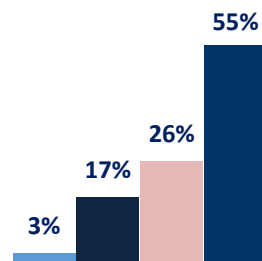
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 35%
TERTIARY : 52%



WORKING: 66%

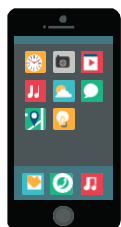


62% OWN/USE/MANTAIN
BOUGHT NEW: 75%
HAVE 2 VEHICLES IN HH: 42%



BANKED: 85%

87%



HAVE
SMARTPHONES
87% USE IT TO
ACCESS WWW

91%



RESPONSIBLE FOR
DAY-TO-DAY
PURCHASES

46% GAUTENG



20% KZN
17% WESTERN CAPE

68%



LOOKED AT/
BOUGHT CLOTHING
(P 6 MONTHS)