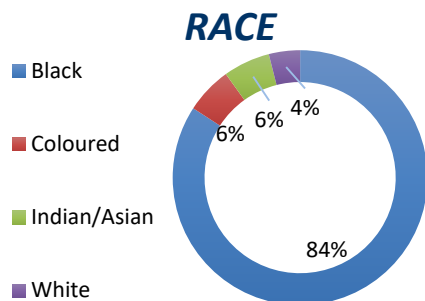
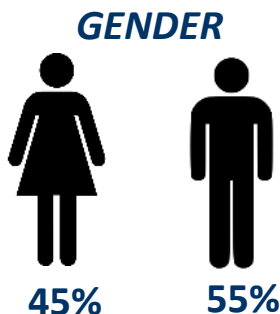
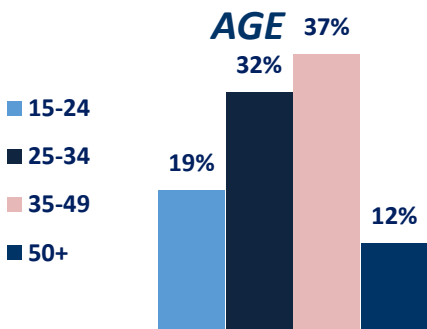
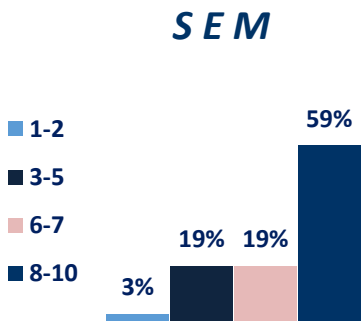
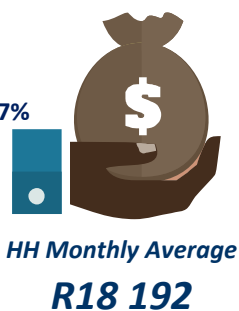
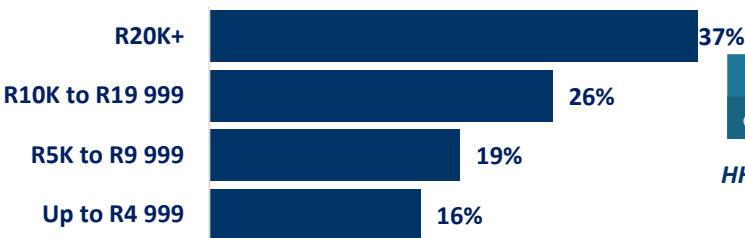


The perfect read for a time-pressed, spoilt-for-choice weekend reader, or busy parents catching up on the week's new highlights.

Still the best-selling (English) Saturday paper in Gauteng.



### HOUSEHOLD INCOME



**MATRIC: 36%**  
**TERTIARY : 50%**



**WORKING: 64%**

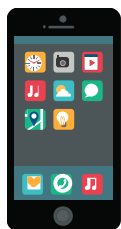


**365K OWNERS**  
**BOUGHT NEW: 75%**  
**HAVE 2 VEHICLES IN HH: 46%**



**BANKED: 88%**

**88%**



**HAVE SMARTPHONES**  
**87% USE IT TO ACCESS WWW**

**91%**



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

**READERSHIP**



**73% in Gauteng**  
**16% in Mpumalanga**  
**3% in Northern Cape**  
**8% in North Wes**

**67%**



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