

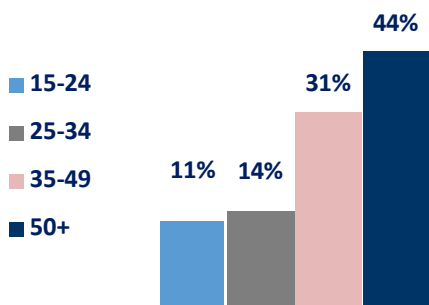
CT

CIRCULATION: 10 492

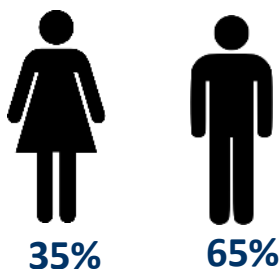
The Cape Times is Cape Town's dominant and definitive morning daily publication servicing the needs of Capetonians, with an emphasis on corporate and social news, providing in-depth coverage of current affairs issues.

It covers the Cape with its core areas being the City of Cape Town and the suburbs surrounding the Mother City. Our vision is to ensure that we are accessible to all house-holds

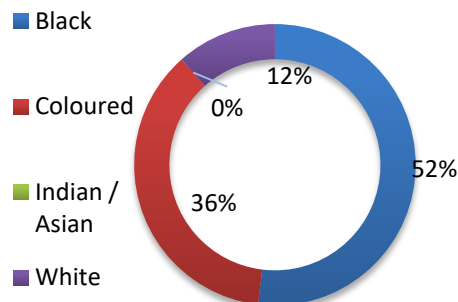
AGE



GENDER



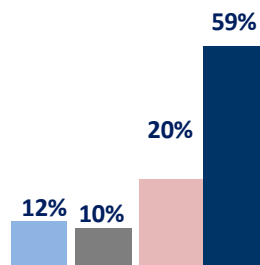
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 25%
TERTIARY : 58%



WORKING: 78%

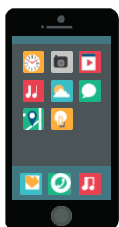


54 OWN/USE/MANTAIN
BOUGHT NEW: 84%
HAVE 2 VEHICLES IN HH: 29%



BANKED: 83%

72%



HAVE
SMARTPHONES
63% USE IT TO
ACCESS WWW

93%



RESPONSIBLE FOR
DAY-TO-DAY
PURCHASES

100%



READERSHIP IN
WESTERN CAPE

60%



LOOKED AT/
BOUGHT CLOTHING
(P 6 MONTHS)