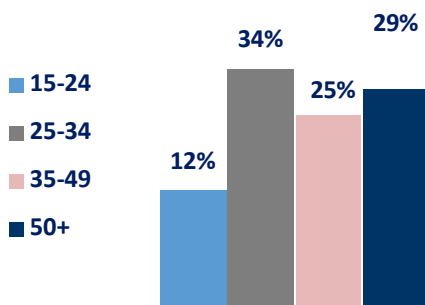


TM

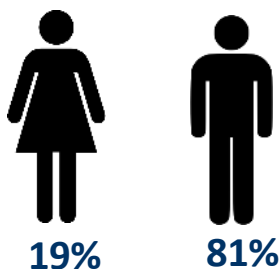
CIRCULATION: 10 170

The Mercury is positioned to appeal to upmarket and successful people across the KZN province who recognise the value of being kept informed. It is a vehicle for the upwardly mobile and critical individual who is discerning and a main decision maker their life.

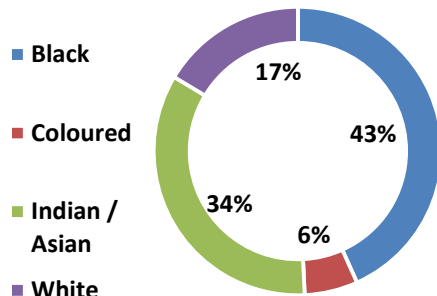
AGE



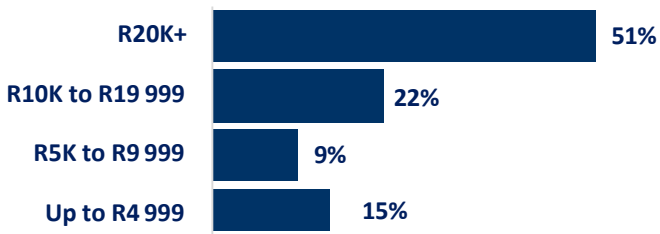
GENDER



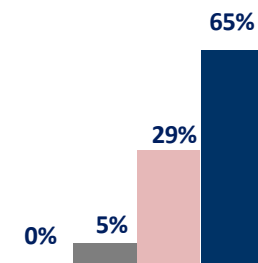
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 22%
TERTIARY : 55%



WORKING: 80%



69% OWN/USE/MANTAIN
BOUGHT NEW: 71%
HAVE 2 VEHICLES IN HH: 46%



BANKED: 69%

86%



HAVE SMARTPHONES
87% USE IT TO ACCESS WWW

96%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN KZN

87%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)