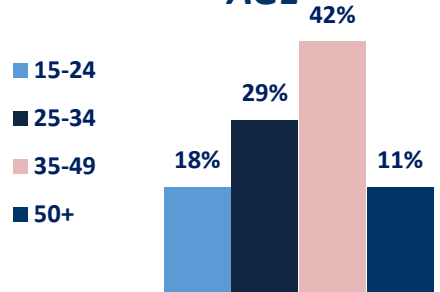
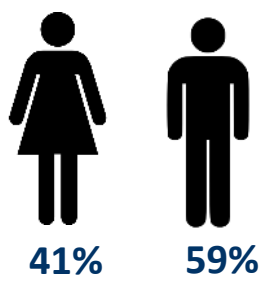


Unchallenged as South Africa's most influential daily newspaper, The Star covers the heart of the nation with unequalled reporting of local, national and international news and sport. It is widely considered to be a superb advertising environment. Targeted at people in Greater Johannesburg – South Africa's major economic hub.

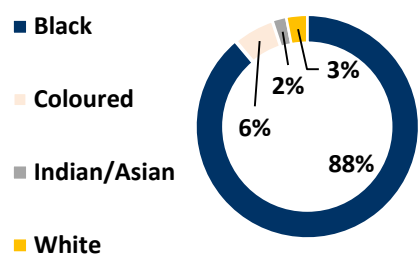
AGE



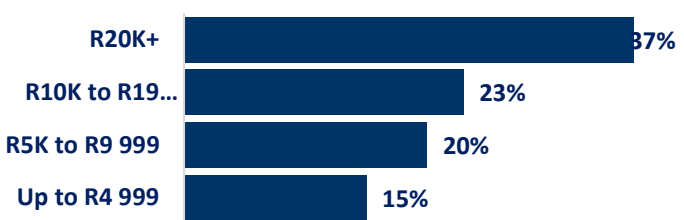
GENDER



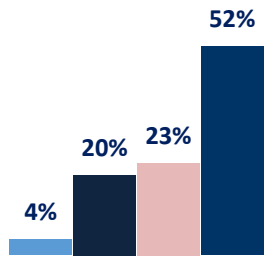
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 36%
TERTIARY : 44%



WORKING: 64%

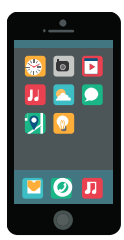


314K OWNERS
BOUGHT NEW: 76%
HAVE 2 VEHICLES IN HH: 42%



BANKED: 87%

86%



HAVE SMARTPHONES
87% USE IT TO ACCESS WWW

90%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

READERSHIP



62% in Gauteng
15% in Limpopo
9% in Mpumalanga
11% in North West

72%



LOOKED AT/BOUGHT CLOTHING (P 6 MONTHS)