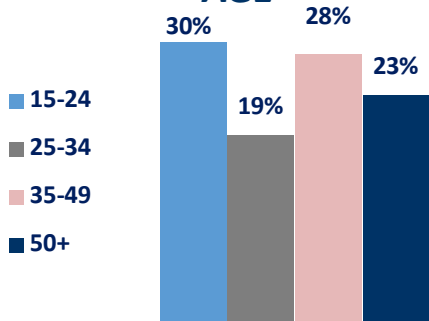


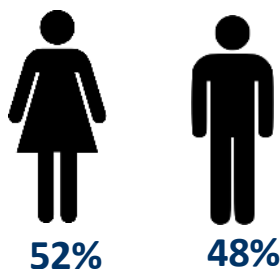
"The Sunday Tribune is Durban's most popular read. It does not just inform, educate and entertain; it helps make sense of the world we live in." says the editor of Sunday Tribune. It aims to intelligently filter the information explosion and provides a spread of opinion to help readers make up their own minds. The paper sets out to keep readers entertained and informed. It's packaged to cater to a reader with a wide range of interests and from different backgrounds.



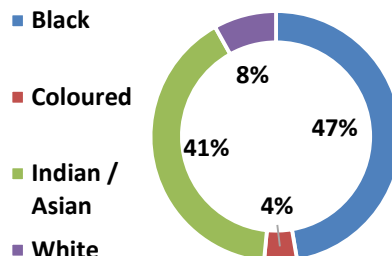
AGE



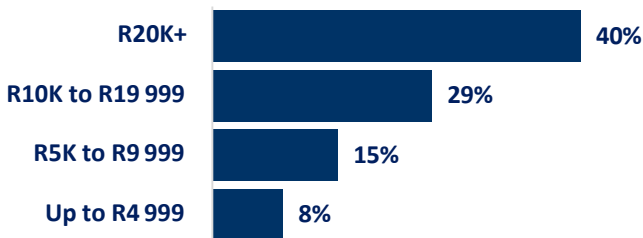
GENDER



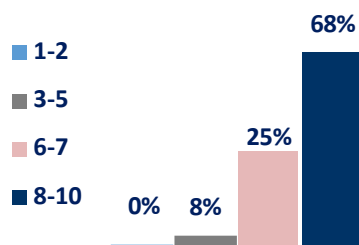
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 25%
TERTIARY : 49%



WORKING: 67%

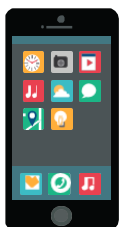


75% OWN/USE/MANTAIN
BOUGHT NEW: 63%
HAVE 2 VEHICLES IN HH: 51%



BANKED: 78%

85%



HAVE SMARTPHONES
84% USE IT TO ACCESS WWW

91%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN KZN

82%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)