

Weekend Argus

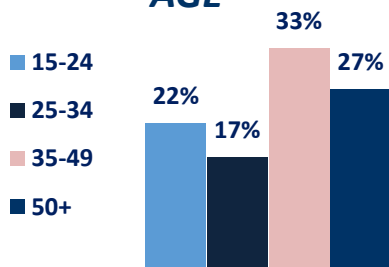
READERSHIP: AIR: 236 000* ON-LINE:121000

TOTAL: 346 000

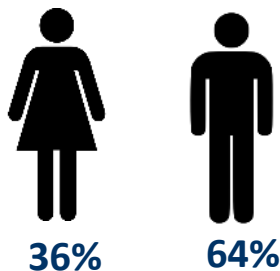
CIRCULATION: 10 463

For more than a century Weekend Argus has been the weekend paper for the Western Cape and especially the Cape Town metropole. Weekend Argus offers its diverse readers world class reporting on lifestyle, entertainment, property, business, local, national and international news and of course sport.

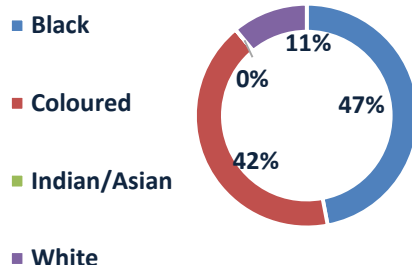
AGE



GENDER



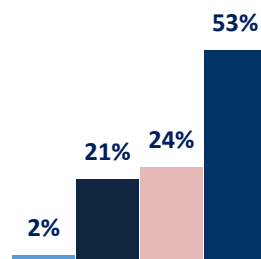
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 40%
TERTIARY : 29%



WORKING: 72%

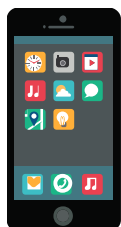


125K OWNERS
BOUGHT NEW: 72%
HAVE 2 VEHICLES IN HH: 25%



BANKED: 85%

87%



HAVE SMARTPHONES
81% USE IT TO ACCESS WWW

87%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN WESTERN CAPE

61%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)