

RE
RE
RE

HIP
HIP
HIP



 INDEPENDENT

FINANCIAL READERSHIP DATA

www.independent.co.za



INDEPENDENT

FINANCE TITLES



PRODUCTION PROFILES/TITLES

PF
PERSONAL FINANCE

INDEPENDENT
BR
BUSINESS REPORT

www.independent.co.za



BUSINESS REPORT



South Africa's widely read financial newspaper. Appearing in 3 of the Independent's daily titles (The Star, Cape Times and The Mercury) & its weekend titles; an unrivalled national footprint. Readers are drawn from the business communities of all South Africa's four major economic hubs-Johannesburg, Pretoria, Cape Town and Durban. Private investors, entrepreneurs & managers from the shop floors of the smallest companies to the executive suites of the largest companies, to top government bureaucrats and cabinet ministers all read **Business Report**.

CIRCULATION

36 102

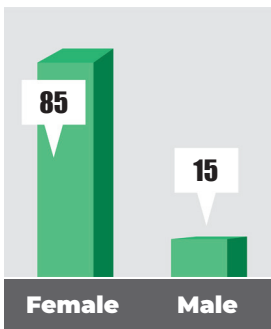
READERSHIP

955 492

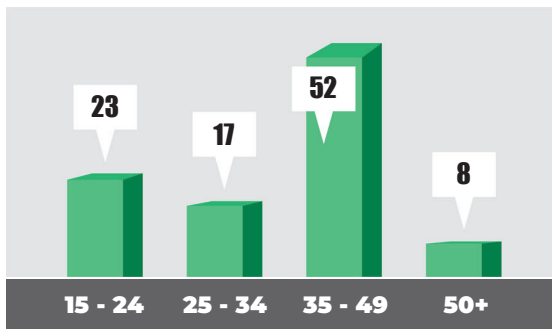
GENDER, AGE, ETHNICITY, SEM & HHI



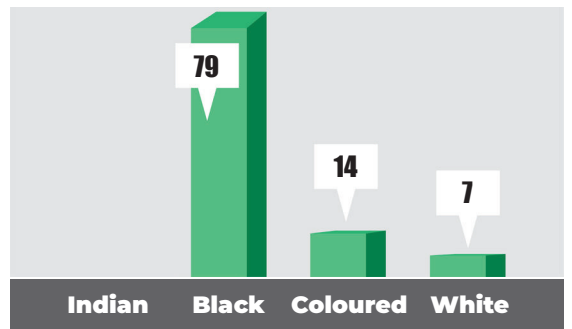
GENDER (%)



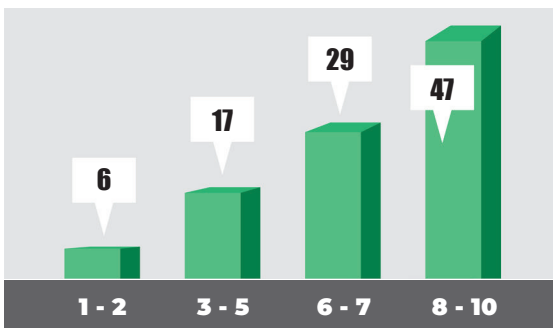
AGE GROUP (%)



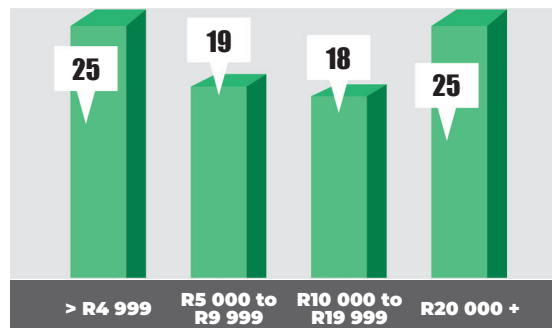
ETHNICITY (%)



SEM GROUP (%)



MONTHLY HHI (%)



AVERAGE:
R16 489



All the financial news and advice in this supplements which appears every Saturday in Saturday Star, The Independent on Saturday and Weekend Argus: Saturday.

CIRCULATION

27 221

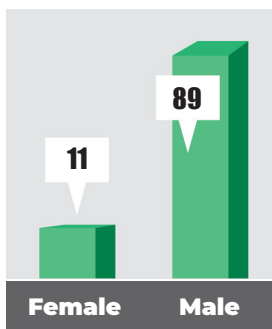
READERSHIP

457 685

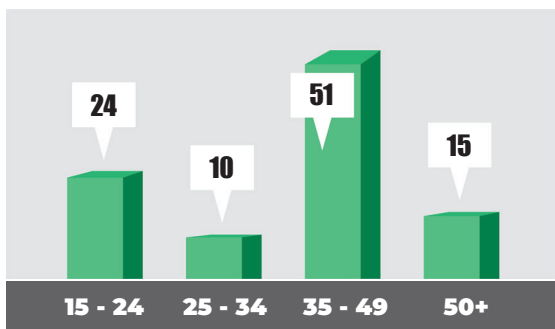
GENDER, AGE, ETHNICITY, SEM & HHI



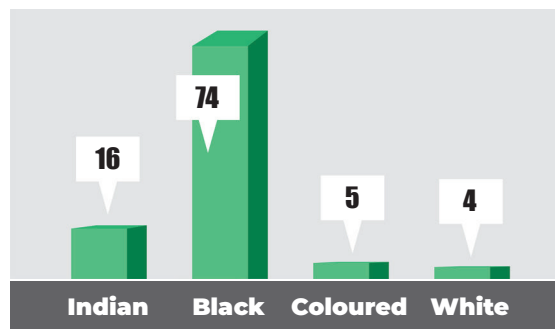
GENDER (%)



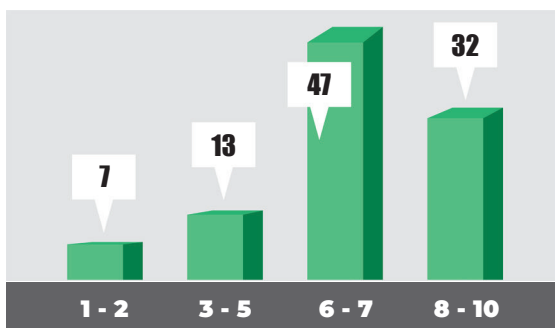
AGE GROUP (%)



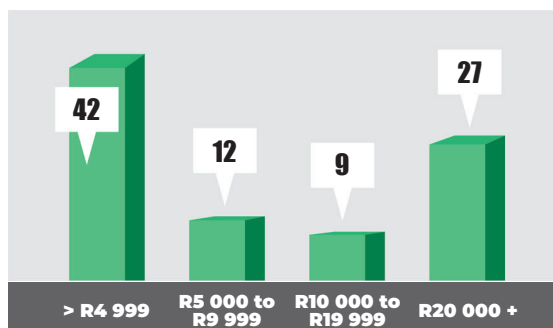
ETHNICITY (%)



SEM GROUP (%)



MONTHLY HHI (%)



AVERAGE:
R18 045