

DailyDispatch

CPT R417.60
Advertising
rates



48% Male
52% Female



57% SEM H
35% SEM M



61% 15-34 y.o.
39% 35+ y.o.



31% Matric
48% Post Matric



Circulation
10,889



Readership
654,000



Users
436,543



Total Likes
226,029



Follower Count
86K

Daily Dispatch remains the Eastern Cape's biggest selling daily newspaper covering the eastern sector of the Eastern Cape – a vast geographical area which stretches from the Kowie River in Port Alfred through to Aliwal North on the Orange River and all the way down to the KwaZulu-Natal border. Independent research shows that readers find the publication indispensable. Readers are young, black, ambitious and of the up-and-coming generation, while established readers are older, white and wealthier. All are fiercely loyal and trust the information carried daily. Mike Loewe from Daily Dispatch received commendation for the category “Hard News” in the Sikuvile 2022 awards.

PRINT READ-O-GRAPHICS

- 56% read the same issue 2 or more times
- 83% spend more than half an hour reading
- 54% read every issue in a week
- 88% read an issue yesterday or 2 days ago



Eastern Cape's
biggest selling daily
newspaper

PRINT READ-O-GRAPHICS

- 56% print readers pick their copy up 2 or more times before they have finished reading it
- 83% spend half an hour or more reading a copy
- 54% of print readers read every issue over a 5-day period

Average monthly household
income: R21,564



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DEMOGRAPHICS



48% Male
52% Female



57% SEM H
35% SEM M



89% Black
11% Coloured /
Indian / White



61% 15-34 y.o.
39% 35+ y.o.
Average age: 32



31% Matric
48% Post Matric



42% Married/With
Partner
56% Single/Divorced



58% employed