



Circulation  
108,992



Readership  
4,802,000



Users  
1,026,905



Total Likes  
220,506



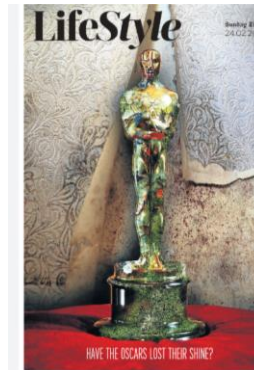
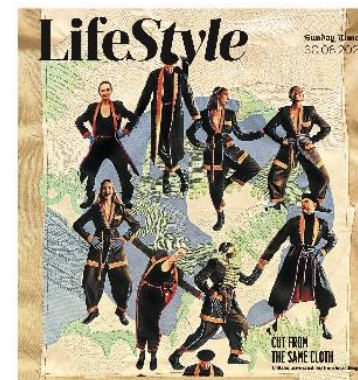
Follower Count  
832,1K

## PRINT READ-O-GRAPHICS

(Based on Sunday Times main body)

- 68% print readers pick their copy up 2 or more times before they have finished reading it
- 65% spend an hour or more reading a copy
- 46% of print readers read every issue over a 4-week period

Average monthly household  
income: R20 311



## DEMOGRAPHICS



44% Male  
56% Female



National Reach  
63% Gauteng / WC / KZN



56% SEM H  
35% SEM M



38% Matric  
36% Post Matric



81% Black  
19% Coloured/  
Indian/White



43% Married/With  
Partner  
54% Single/Divorced



59% 15-34 y.o.  
41% 35+ y.o.  
Average age: 32



53% employed