

CPT R222.86
Advertising rates



55% Male
45% Female



57% SEM H
36% SEM M



54% 15-34 y.o.
46% 35+ y.o.



34% Matric
46% Post Matric



Circulation
24,869

Readership
2,056,000

Users
1,824,083

Total Likes
831,765

Follower Count
1,1M

Not just a fearless advocate of political truth and national development, but also a proud promoter of personal liberation, a champion of lifestyle development and enhanced entertainment options. The Sowetan is engaging with a proudly South African readership who are – ‘in the know and on the move’. Nwabisa Makunga is the editor of Sowetan.

Sowetan readers are opinionated and like to give advice, they also have more friends on Facebook and followers on Twitter than most people.

PRINT READ-O-GRAPHICS

- 54% read the same issue 2 or more times
- 72% spend more than half an hour reading
- 45% read every issue in a week





Real news for the upwardly mobile market

PRINT READ-O-GRAPHICS

- 54% print readers pick their copy up 2 or more times before they have finished reading it
- 72% spend half an hour or more reading a copy
- 45% of print readers read 5 out of 5 issues in a week

Average monthly household income: R22,121

DEMOGRAPHICS



55% Male
45% Female



49% Gauteng
27% Limpopo / Mpumalanga / North-West



57% SEM H
36% SEM M



34% Matric
46% Post Matric



95% Black
5% Coloured / Indian / White



44% Married/With Partner
54% Single/Divorced



54% 15-34 y.o.
46% 35+ y.o.
Average age: 33



59% employed



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