



58% Male
42% Female



57% SEM H
35% SEM M



60% 15-34 y.o.
40% 35+ y.o.



36% Matric
39% Post Matric



Circulation
108,992



Readership
4,426,000



Total Likes
85,499



Follower Count
43,5K

Sunday Times Business Times is the widest reaching business title in the country.

Who are the movers and shakers behind business in South Africa today? Business Times award-winning teams of journalists look at the people and issues behind South Africa's largest and best-known companies and offer comprehensive analysis of today's business trends. The pages play host to the views of leading commentators on the big business and economic stories of the moment.

Acting editor: Samantha Enslin-Payne
Format: Broadsheet
Distribution: National



Also included: **It's My Business.**

Packed to the brim with straight talking information on how best to run a small business (enterprises employing 1-50 people). Stories told in this supplement are from real life small business owners who speak candidly and share what they have learnt with the rest of the small business community.



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PRINT READ-O-GRAPHICS

- 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: R21 399



Takes stock of the week's biggest business and financial news stories

DEMOGRAPHICS



58% Male
42% Female



National Reach
62% Gauteng / WC / KZN



57% SEM H
35% SEM M



36% Matric
39% Post Matric



83% Black
17% Coloured/
Indian/White



42% Married/With
Partner
55% Single/Divorced



60% 15-34 y.o.
40% 35+ y.o.
Average age: 32



55% employed