

WeekendPost

CPT R405.82
Advertising
rates



59% Male
41% Female



68% SEM H
27% SEM M



43% 15-34 y.o.
57% 35+ y.o.



30% Matric
52% Post Matric



Circulation
8,072

Readership
226,000

Unique Browsers
551,621

Total Likes
299,024

Follower Count
65,5K

The Weekend Post is an award winning Saturday newspaper that features exclusive investigations and topical Eastern Cape news of interest.

Readers are predominantly in the upper income group and include local decision makers and community leaders. The newspaper's My Weekend tabloid supplement is a relaxing weekend leisure read featuring local and international travel destinations, lifestyle trends, a comprehensive TV guide, an arts and entertainment guide with profiles of local artists as well as the latest film and theatre reviews. The Weekend Post also has a regular local property supplement Weekend Property which features the region's most desirable addresses and the latest property news and home improvement trends.

PRINT READ-O-GRAPHICS

- 66% read the same issue 2 or more times
- 76% spend more than half an hour reading
- 59% of print readers read 3 out of 4 issues a month

Sources: FUSION 2022, ABC Oct – Dec 2022, Google Analytics Jan 2023 (HeraldLIVE), Readership = Print and Online P7D Combined

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PRINT READ-O-GRAPHICS

- 66% print readers pick their copy up 2 or more times before they have finished reading it
- 76% spend half an hour or more reading a copy
- 59% of print readers read 3 out of 4 issue in a month

Average monthly household
income:
R19,722



The Weekend
Post is an award-
winning
Saturday
newspaper

DEMOGRAPHICS



40% Male
60% Female



64% SEM H
29% SEM M



62% Black
38% Coloured / Indian
White



48% 15-34 y.o.
52% 35+ y.o.
Average age: 31



39% Matric
35% Post Matric



49% Married/With
Partner
51% Single/Divorced



55% employed