



Circulation
10 900

Readership
654,000

Users
324 000

Follower Count
303 000

Follower Count
89 900

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



Eastern Cape's
biggest selling
daily newspaper

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