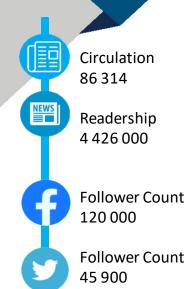
Business Times



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



57% SEM H 35% SEM M



83% Black 17% Coloured/ Indian/White



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



National Reach 62% Gauteng / WC / KZN



36% Matric 39% Post Matric



42% Married/With Partner 55% Single/Divorced



55% employed

