



Circulation
86 314



Readership
4 802 000



Users
3 300 000



Follower Count
263 000



Follower Count
871 600

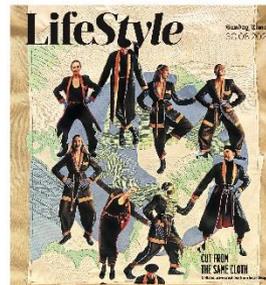
PRINT

READ-O-GRAPHICS

(Based on Sunday Times main body)

- 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: R20 311



DEMOGRAPHICS



44% Male
56% Female



National Reach
63% Gauteng / WC / KZN



56% SEM H
35% SEM M



38% Matric
36% Post Matric



81% Black
19% Coloured/
Indian/White



43% Married/With
Partner
54% Single/Divorced



59% 15-34 y.o.
41% 35+ y.o.
Average age: 32



53% employed