

Eastern Cape's biggest selling daily newspaper.
The Daily Dispatch primarily covers the Eastern Cape, including cities like East London, Mthatha, and Gqeberha.



PRINT READ-O-GRAPHICS

6% 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.

They are 41% more likely to see newspapers as the most trusted media.

Psychographics

97% shop for clothing and 90% for shoes.

Over half eat out at restaurants once a month or more often.

79% enjoy alcoholic beverages.

61% buy in bulk once a month. 46% spend R3 000+ per month on groceries.

100% of the audience shop at health and pharmaceutical stores.

A third buy products as a result of seeing them advertised.

DEMOGRAPHICS



48% Male
52% Female



31% Matric
48% Post Matric



57% SEM H
35% SEM M



42% Married or with Partner
56% Single



89% Black
11% Coloured, Indian or White



58% employed



Average age: 32

Average monthly household income: R21 564



Circulation
11 130



Audience
813 000



Users
655 000



Follower Count
405 000



Follower Count
98 500