



Circulation
59 090

Readership
4 426 000

Follower Count
278 000

Follower Count
906 900

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
- 45% 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

Psychographics

- 73% looked for or bought clothing in the last 6 months
- 60% lives in a house with 3 or more sleeping rooms
- 78% have been asked for their opinion or advice
- 37% have been quoted by friends or the media recently
- 32% sit on social or work committees



Takes stock of the week's biggest business and financial news stories

DEMOGRAPHICS



58% Male
42% Female



National Reach
62% Gauteng / WC / KZN



57% SEM H
35% SEM M



36% Matric
39% Post Matric



83% Black
17% Coloured/
Indian/White



42% Married/With Partner
55% Single/Divorced



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



55% employed