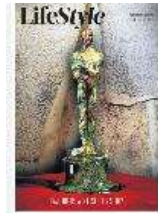
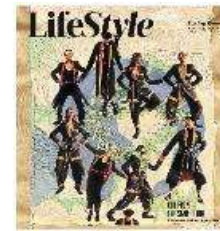
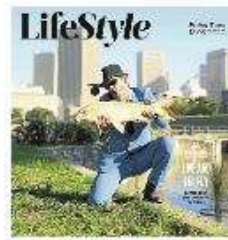


LifeStyle



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: R20 311

Psychographics

- 71% 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
- 35% have been quoted by friends or the media recently
- 30% sit on social or work committees

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



Circulation
59 090



Readership
4 802 000



Users
3 000 000



Follower Count
18 591



Follower Count
906 900