

The Herald

A leading daily newspaper in Nelson Mandela Bay

The Herald is one of South Africa's oldest newspapers, first published in 1845. Online it is known as HeraldLIVE.



PRINT READ-O-GRAPHICS



Circulation
10 284



Audience
790 000



Users
414 000



Follower
Count
394 000



Follower
Count
69 900

67% print readers pick their copy up 2 or more times before they have finished reading it.

88% spend half an hour or more reading a copy.

61% of print readers read every issue over a 5-day period.

70% of Newspapers audience are not engaging with any other media while reading.

Psychographics

98% shop for clothing and 92% for shoes. Nearly all of the audience shops at health and pharmaceutical stores. 68% live close to a shopping mall.

89% shop for furniture and appliances and 82% for hardware and DIY products. 76% get take-aways once a month or more often and 79% enjoy alcoholic beverages.

70% buy in bulk. 43% spend R3 000+ per month on groceries per month.

40% of the audience buy products as a result of seeing them advertised in inserts.

60% use loyalty programmes the same or more than a year ago.

The audience is interested in soccer and rugby.

DEMOGRAPHICS



46% Male
54% Female



35% Matric
45% Post Matric



58% SEM H
33% SEM M



51% Married or with partner
48% Single



76% Black
24% Coloured,
Indian, White



62% employed



Average age:
33

Average monthly household income:
R21 904

