The Herald

A leading daily newspaper in Nelson Mandela Bay



Audience

790 000

PRINT READ-O-GRAPHICS

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.

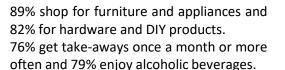


70% of Newspapers audience are not engaging with any other media while reading.

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

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.



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:

Average monthly household income: R21 904



Sources: FUSION 2022, BrandMapp 2022, ABC Jul - Sep 2024, Google Analytics Oct 2024, Readership = Print and Online P4W Combined,