

financialmail

The magazine and its digital platforms, the Financial Mail website and the Financial Mail app - are leading providers of business news, in-depth features and opinion to both local and international audiences.



Circulation

17 161



Regular readers

1 365 000



YouTube
(Subscribers)
490



Total Users
2 443



Follower Count
104 000



Follower Count
141 024

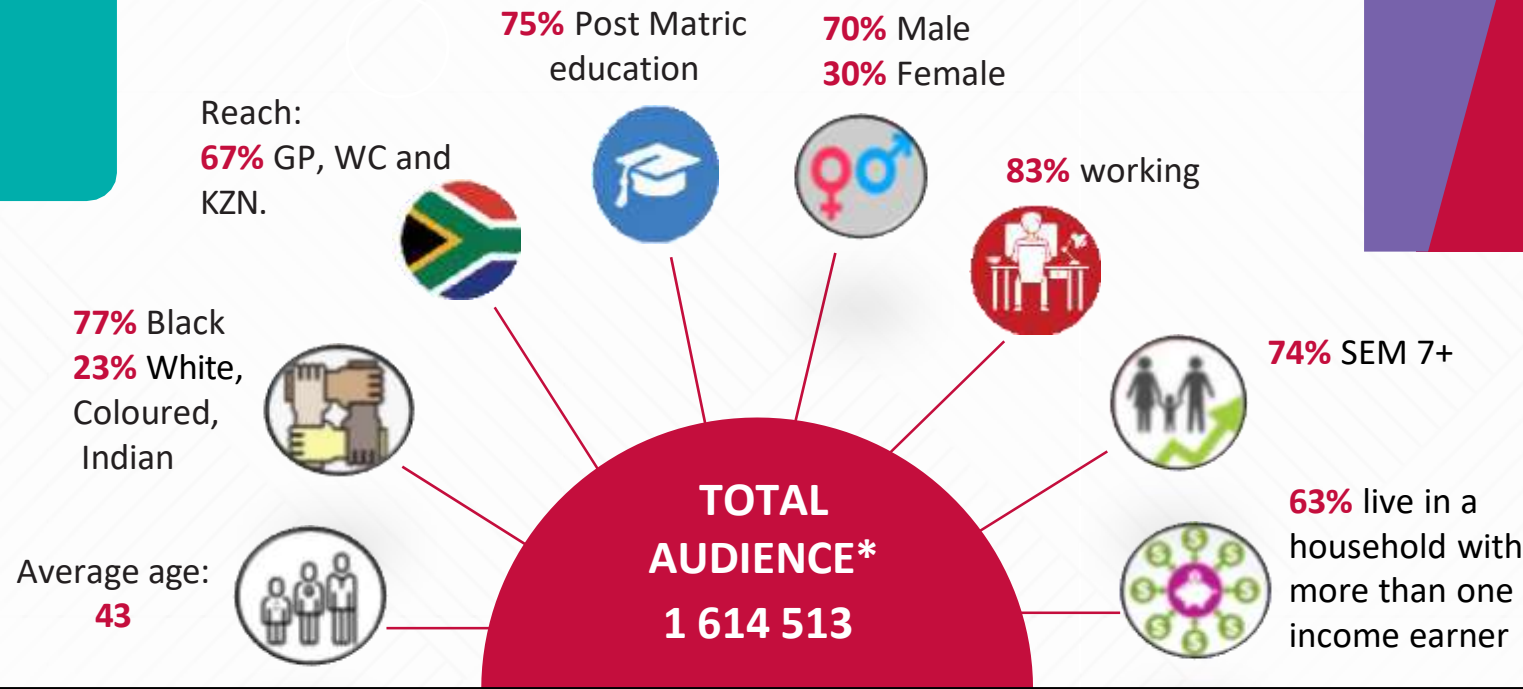


Follower Count
1 556



CPT: R55

FPFC rate: R75 023



PSYCHOGRAPHICS

The Financial Mail audience is financially independent and have a range of banking products and investment products. Leading a healthy lifestyle is important and they enjoy music, travel, reading and watching movies. This audience owns higher end brands when it comes to home appliances. Quality is important and they try to buy goods that are eco-friendly. They are more likely to look for best value for money, best quality and best service.

Average monthly income

Household	R49 306
Personal	R36 660



*Total audience = Readership + Web Users + Social Media followers.

Sources: BrandMapp 2024, ABC Oct - Dec 2025, Google Analytics Jan 2026, Social media Jan 2026