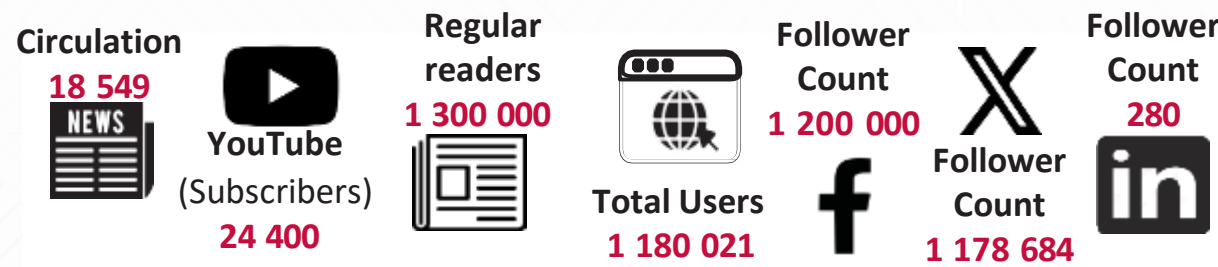


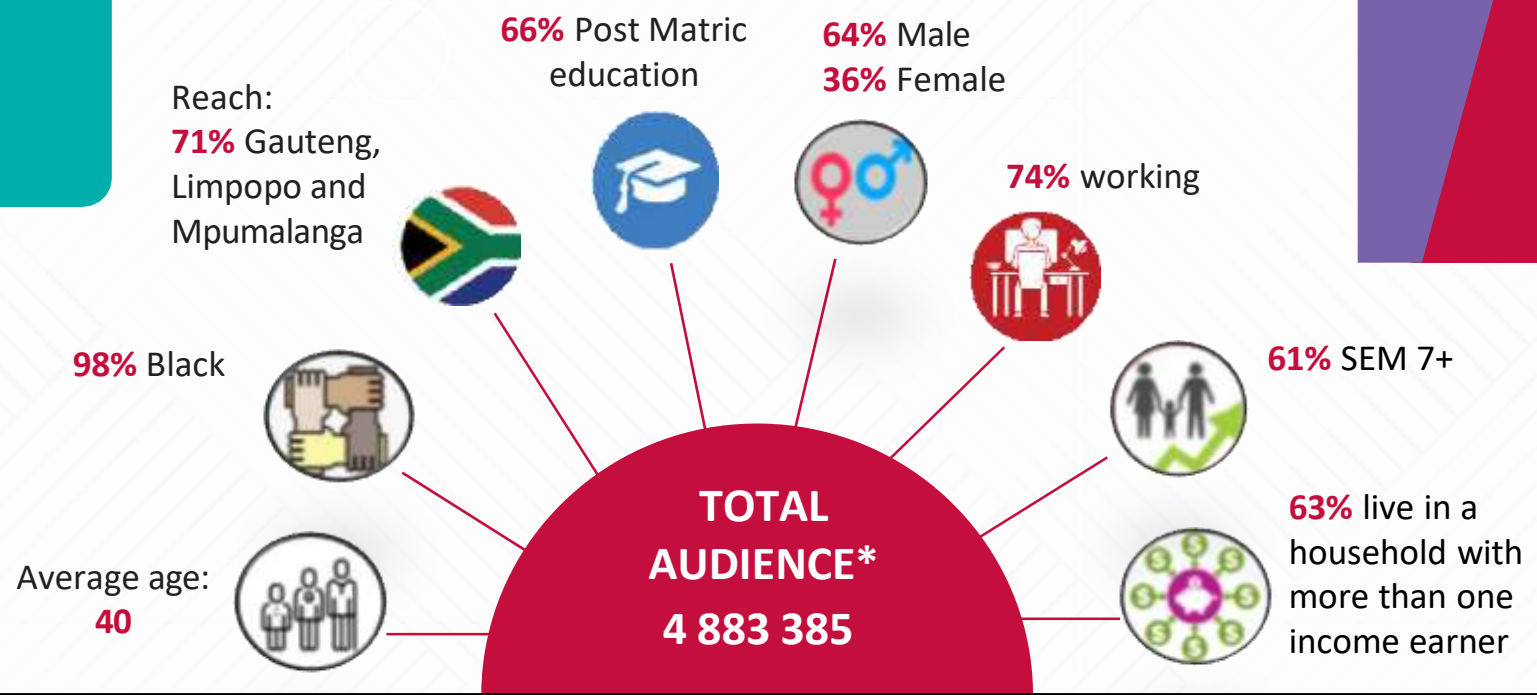


Not just a fearless advocate of political truth and national development, but also a proud promoter of personal liberation, a champion of lifestyle development and enhanced entertainment options.



CPT: R61

30 X 6 FC cost: R79 200



PSYCHOGRAPHICS

The Sowetan audience is vibrant and ambitious, they enjoy music, travel, movies, reading as well as cooking. These individuals love to be original and different, and it is important to them to dress well and look good. They are in tune with various aspects of their lives and value creativity. When shopping, they look for the most convenient location, best value for money, best product range and loyalty programme.

Average monthly income

Household	R35 301
Personal	R25 573



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

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