



# TimesLIVE

TimesLIVE is the home of Sunday Times newspaper and daily digital newsroom. It provides breaking news, entertainment, sport, analysis and lifestyle news seven days a week. The site offers quality reporting throughout the day, breaking the news with stories, multimedia and email newsletters.



  
**Website Visitors**  
 (BrandMapp)  
**2 032 000**

**YouTube**  
 (Subscribers)  
**324 000**  


  
**Total Users**  
**2 387 965**

**Follower Count**  
**2 000 000**  

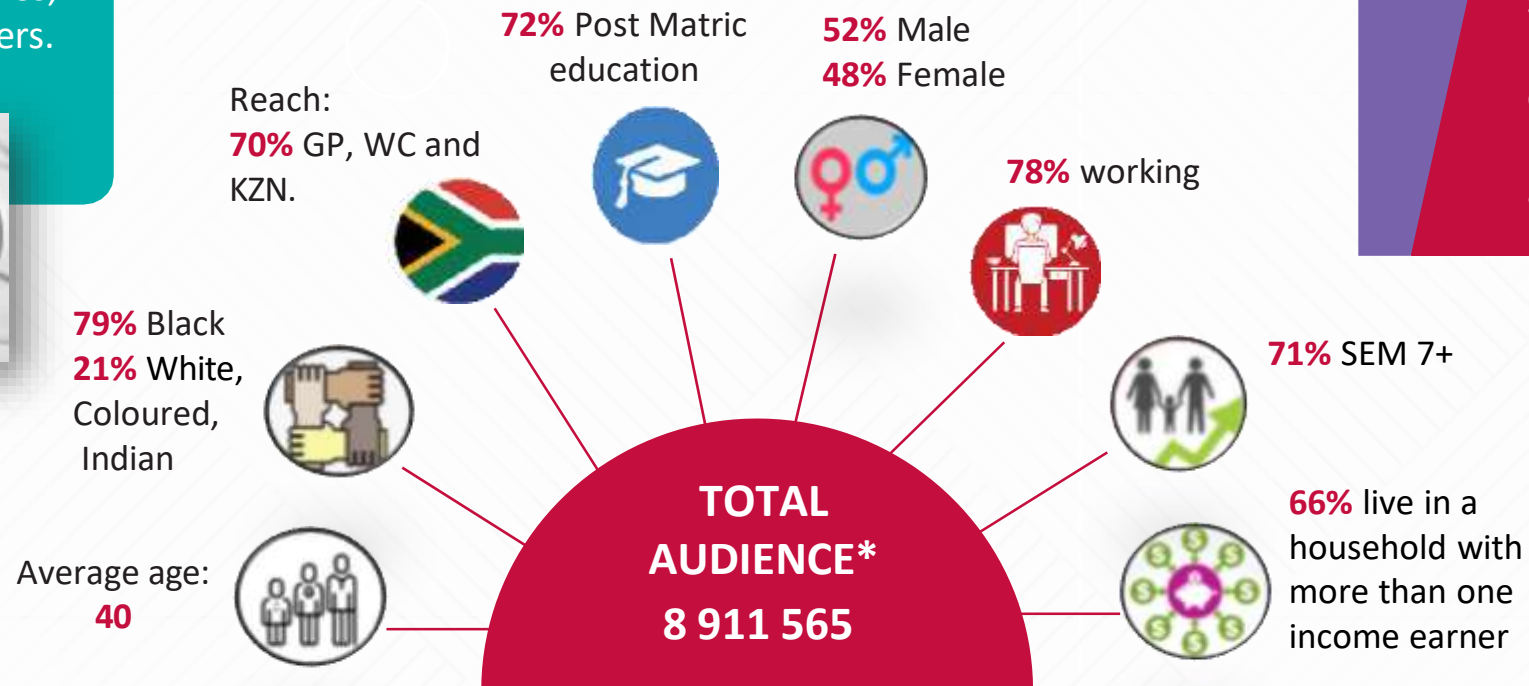

**Follower Count**  
 (Sunday Times)  
**2 549**  
  
**Follower Count**  
**2 165 051**  


## PSYCHOGRAPHICS

The audience enjoys music, travel, movies, reading and cooking. They enjoy going to food and wine markets and festivals, music concerts and exhibitions. Sports are a key part of their interests.

TimesLIVE audience eat out at restaurants and enjoy fast food.

They shop for clothes, shoes, sport & outdoor equipment, books & stationery, electronics or gadgets, hardware & DIY, beauty, fragrances & accessories.



### Average monthly income

Household	R41 258
Personal	R30 400



\*Total audience = Website Visitors BrandMapp + Web Users + Social Media followers.

Sources: BrandMapp 2025, Google Analytics Jan 2026, Social Media Jan 2026