

IN THE KNOW ON THE MOVE Sowetan



Product Overview

Not just a fearless advocate of political truth and national development, but also a proud promoter of personal liberation, a champion of lifestyle development, a doyen of enhanced entertainment options and an inspired innovator of information exchange. The Sowetan is engaging with a proudly South African readership that has come to a place where they have truly earned the right to be – ‘in the know and on the move.’ Sowetan has been remodelled to transport our readers around the brave new world that is contemporary South Africa. Some restyling includes an increased news count from 36 to 70 articles – much more international coverage and some cool insights from hot new columnists, a short sharp injection of what’s hot and who’s not, page three infotainment, wine club reviews, and Time-out entertainment section on Fridays, with the gig guide to tell you what to do on the weekend, broader and more pages of sports coverage including not only local and international soccer, but golf, rugby, formula one racing. If it’s business women you need to talk to, link up with 10,000 influential business-women through the Sowetan Woman’s Club. Sowetan Job Market, published every Tuesday, guides our readers to the top of their careers.

- **Readership:** 1,482,000
- **Circulation:** 88,299
- **Online traffic:** 1,537,377 unique browsers and 14,929,267 page impressions
<http://www.sowetanlive.co.za/>
- **Advertising Rates:** R120,744.00 (39 x 8 FP FC) – CPT of R81.47
- **Demographics:**
 - Average HH income – R16,459 (vs. R12,267 national average)
 - Average Age – 39
 - Four in five are in LSM 6-10
 - Three in four have matric or higher qualification

• **Psychographics:** Sowetan readers like to be well-informed and have a thirst for knowledge which empowers them to achieve more at work and also to be in the know. They are ambitious, aspiring, fashionable, trendy, brand conscious consumers who like to keep up with the latest technology. They are street-wise readers, who value their roots and heritage.

Source: AMPS 2015AB, ABC Jul-Sep 2016, Effective Measure Stats October 2016

For rates go to www.TMAdroom.co.za