

Sunday World

THE BEST SUNDAY BY FAR



Product Overview

Sunday World, with its tabloid format, is easy to page through, portable and its editorial focus reflects the world of the young, aspirational black consumer – that of racy infotainment, celebrities, sport and gossip (shwashwi), lifestyle section, and specialist pages of fashion, beauty, health, motoring and money. Sunday World is perceived as quite a serious, mature read, without being old-fashioned or boring. It reports on broader news in South Africa as well as the local community, with an upbeat style, and manages to obtain a balance between the need for information with the need for entertainment.

- **Readership:** 1,311,000
- **Circulation:** 70,386
- **Online traffic:** 556,235 unique browsers and 3,414,322 page impressions
<http://www.sundayworld.co.za/>
- **Advertising Rates:** R68,016.00 (39 x 8 FP FC) – CPT of R51.88
- **Demographics:**
 - **Average HH income – R20,782** (vs. R12,267 national average)
 - **Average Age – 36**
 - **Nine in ten readers are in LSM 6-10**
 - **Four in five have matric or higher qualification**
- **Psychographics:** Sunday World readers are conspicuous consumers, using brands to reflect their position in their community – they are image conscious and stylish and like to be seen driving the right car and wearing the right labels, but within their means. They love their homes and aim to beautify their living space with good, quality things, where they can spend time with their family. They like to be learning new things and to be well-informed – they trust advertising to equip them to make the wisest product choices. Many aspire to owning their own businesses in the future. They are proud to be South African as well as respectful of their African cultural roots. They are into technology, music, and looking after their health (appearances matter).

SOURCE: AMPS 2015AB; TGISA; ABC Jul-Sep 2016, Effective Measure Stats October 2016



For rates go to www.TMAdroom.co.za