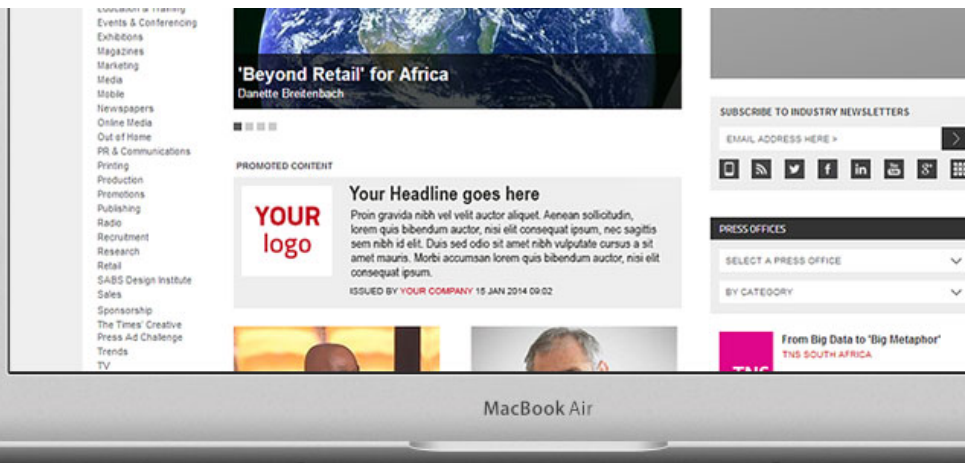


Promoted content  
Premium position below  
top story



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DEMOGRAPHICS

EARNING POWER

Readers earn over R20 000 pm	44%
Readers earn over R50 000 pm	14%

EDUCATION

Readers with university degrees	55%
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AGE PROFILES

21-40 years old	68%
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AUDIENCE BENEFITS TO ADVERTISERS

- Business professionals
- Target audience
- Decision-makers
- Disposable income
- Economically active
- Tech savvy
- Trend adopters

[More demographic info](#)

- Measurable response open-rate enables ability to gauge creative effectiveness
- Useful for seasonal, tactical or once off brand communications
- Opt-in subscribers are open to receiving relevant business-enabling, service related or recreational direct offers
- For best results we recommend a strong offer and creative execution for your promo mailings
- Enquire about us designing the communications on your behalf

**Rates: R1,50 per mailer**