

AFRIKAANS READER COMMUNITY

Effective Reach Opportunity:
Reach at 1+
2.7 Mil

Duplicated Reach at 3+
1.6 Mil

Total Cumulative Impact (across all platforms)
5.7 Mil

Digital Engagement via Mobile device :
70%

Digital Engagement via PC or desktop:
30%

THE AFRIKAANS MARKET IS THE
SECOND BIGGEST
MARKET IN SA.

61%
USE SOCIAL MEDIA.
How many post cat memes, we don't know.

THEY ENJOY **ONLINE SHOPPING**

and are 1.3 times more likely to have groceries delivered to their home.
Lazy or efficient?



THEY ARE BIG **EARNERS**,
EARNING ON AVERAGE R20 357 PER MONTH.



92%
of Afrikaans speakers prefer to read in their own language. (And just for them)

92%
van Afrikaanssprekendes verkies om te lees in hul eie taal.

88%
of the market like to see advertising that reflects their culture. That's a lot of annoyed people if you resort to stereotype.

40%

OF OUR READERS GET THEIR HAIR DONE EVERY MONTH.

OLD SCHOOL
COOL

80% STILL ACCESS ACCOUNTS VIA ATM OR AT THEIR BANK.



951 000

READERS USE THEIR MOBILE FOR SOCIAL NETWORKING.

Source: AMPS2015AB / EM June 2016 / Facebook / Twitter / Instagram / TGI

Beeld
Saterdag

DIE BURGER

Volksblad

Rapport

NETWERK 24
AL DIE NUUS. ALTYD BY DERHAND

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REACH. BEYOND NUMBERS.

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