

PROFILE

Sake24

▶▶ Sake24 is the only daily Afrikaans business publication and offers national reach of the vital Afrikaans market.

▶▶ 85% of Sake National's readers are in the LSM 7-10 group and .

▶▶ 83% of the readers are 25 years and older.

▶▶ 70.4% of readers have a household income of R8,000+.

▶▶ Their favourite kinds of music are Afrikaans, Country / Western, Folk and Hard Rock.

▶▶ Their favourite sports are rugby, followed by cricket, soccer and Walking / Hiking.

▶▶ 56.4% of readers have purchased clothing and shoes in the last 3 months.

Readership : 741 000

Circulation : 156,861

