

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%
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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.

 **951 000**
READERS USE THEIR MOBILE FOR SOCIAL NETWORKING.

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

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

Beeld DIE BURGER

Volksblad

Rapport

NETWERK 24
AL DIE NUUS. ALTYD BYDEKHAND

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