

Noord

*Metro*

**Beeld**

**PRETORIA**

# Reach in the Pretoria area

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There are 2,3 million adult residents in Beeld's Metro-Noord distribution area

424,000 are Afrikaans speaking



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Metro-Noord Beeld reaches **104,000** readers 88% of Beeld  
Readers in Pretoria are Afrikaans

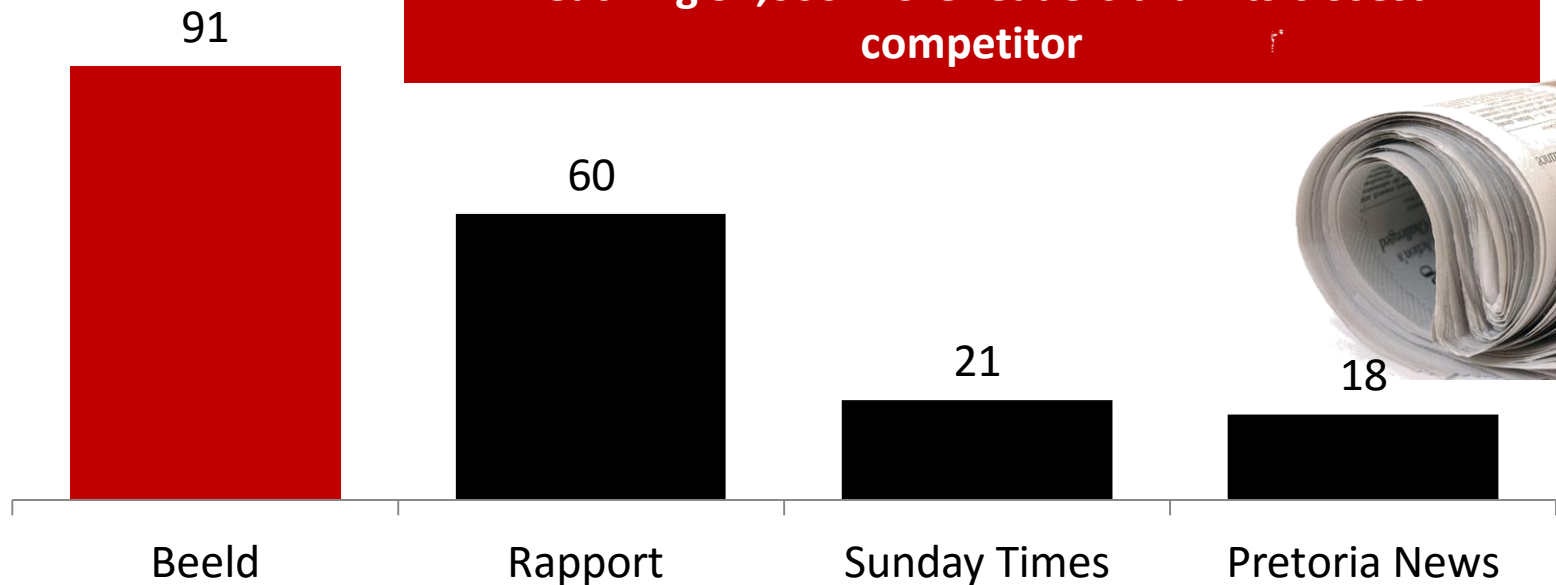
# Top 5 read daily newspapers by Afrikaans population in the Pretoria



Figures `000

**Beeld is the highest read newspaper by the Afrikaans population in the Pretoria area.**

**Reaching 31,000 more readers than its closest competitor**



# Demographic profile of Beeld readers in Pretoria



## Gender

Male	47,000	46%
Female	57,000	55%

## Age

15-24	16,000	16%
25-34	16,000	18%
35-49	32,000	34%
50+	40,000	36%

Average age: 46

## Race

White	97,000	93%
Black	4,000	3%
Coloured	3,000	3%

## Status

Married	70,000	68%
Single	24,000	23%
Widowed/ Divorced	10,000	9%

## Area

Urban	98,000	94%
Rural	6,000	6%

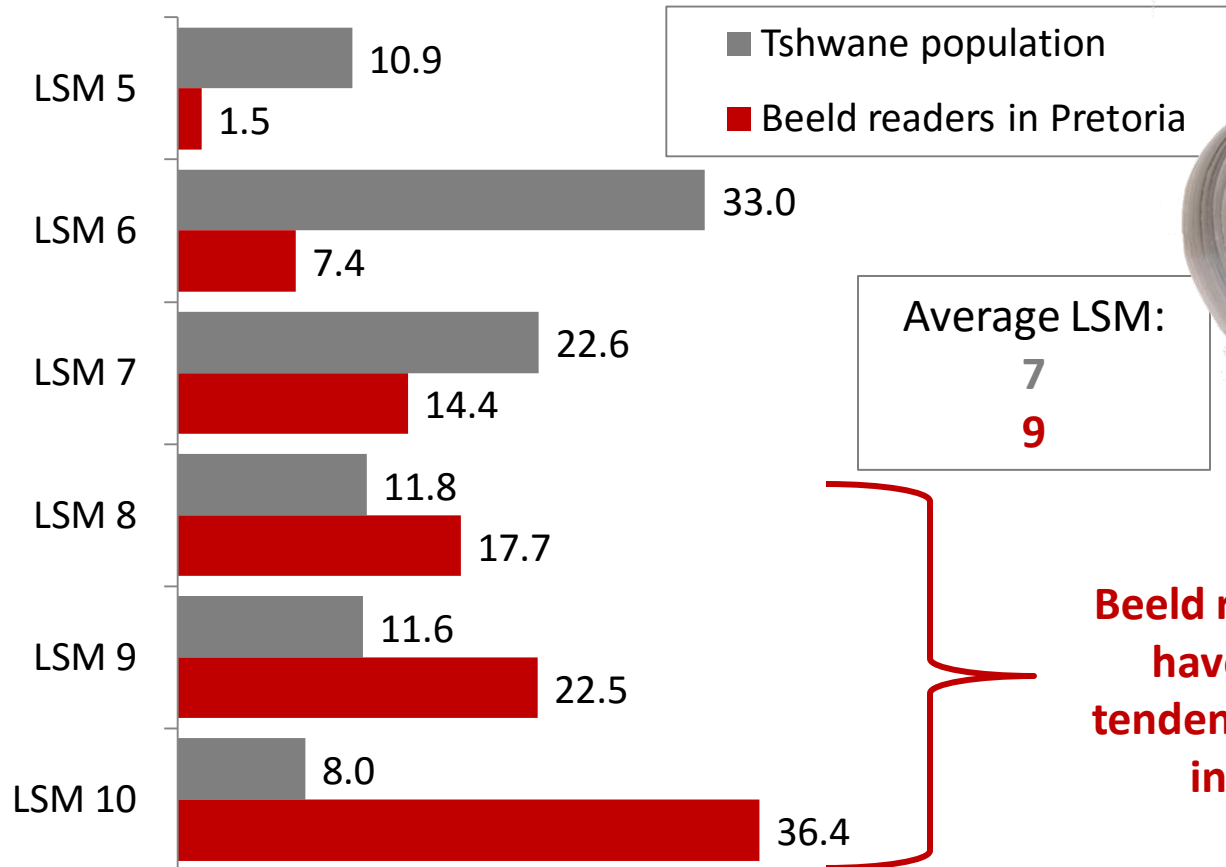
## Education

Less than Matric	18,000	17%
Matric	35,000	33%
Tertiary	51,000	49%

## Work status

Working	41,000	39%
Housewife	19,000	18%
Retired	22,000	21%
Student	11,000	11%
Looking for working	11,000	11%
Self Employed	18,000	17%

# Living Standards Measured



**Beeld readers in the Pretoria have an above average tendency in reaching readers in the higher LSM's**

**77% are in the LSM 8-10 group**

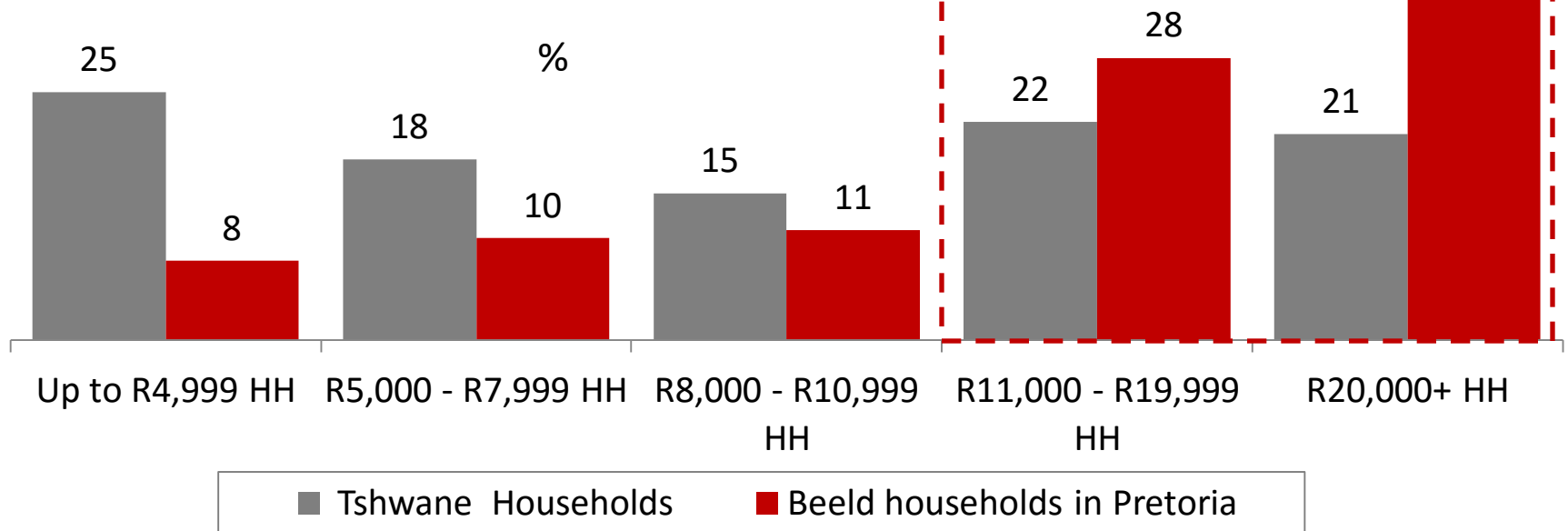
# Household income



Beeld reaches 47,000 households in Pretoria



Beeld readers in the Pretoria have an above average tendency to fall in the higher income bracket



## Average household income

Beeld Pretoria readers - R 20,676  
Total Pretoria Population - R 13,233

Beeld Pretoria readers have R 7,443 more spending power than the average



# Readers in the Pretoria appreciate and respond to advertising

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82%

Advertising tells about benefits of products and services

67%

I am more likely to buy brands that I have seen or heard advertised

60%

People who try new brands they see or hear advertised

91%

Advertising is a useful source of info about where products can be bought

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**Thanking you for  
your time**