

# eThekwini Times



## readership profile

Our Zulu publication, eThekwini Times, is distributed twice monthly on a Friday, to 41 000 homes and businesses in Kwa Mashu, Ntuzuma, Inanda and directly to readers at all bus ranks, Taxi drop offs and Train stations in CBD.

the ethekwini times reaches over **250 000**

delivering the news to your door!

## distribution areas

<b>KWA MASHU</b>	
Emzomusha	1 000
Kwa-Mashu A - H, L	15 100
Kwa-Mashu J	1 000
Kwa-Mashu K	600
<b>Bulk Drops:</b> Kwa-Mashu P, Main Rd	
Kwa Mashu N - Spaza and phone shops	
Kwa Mashu Mall - Checkers, Spar, Cash Build	
Kwa Mashu Mashu station taxi rank	2 150
Metro Police, Cambridge, Spar	500
<b>Total</b>	<b>20 350</b>
<b>NTU ZUMA</b>	
<b>Bulk Drops:</b> Lindelani C-D -spaza & phone shops	800
Ntuzuma C,E - spaza & phone shops	500
Ntuzuma F	2 000
<b>Bulk Drops:</b> Ntuzuma F - Nozaza (Shell Garage), Municipality Office, Police Station	
Newtown B - Spaza & Phone shops	
Sivananda Technikon	
Phoenix Industrial Park	1 000
<b>Total</b>	<b>4 300</b>
<b>INANDA</b>	
<b>Bulk Drops:</b> Amatikwe - Spaza & phone shops	3 400
Ekafuleni A - Spaza & Phone shops	
Ezimangweni - Spaza & phone shops	
Glebe NO12 - Spaza & phone shops	
Inanda B	300
Inanda Glebe - spaza & phone shops	100
Inhlungwane	500
Lindley	1 000
Mshayazafe	500
Newtown A	1 000
<b>Bulk Drops:</b> Newtown A - Small shopping centre, Imadramini bus stop & shops, Newtown B - Spaza & phone shops	1 300
Newtown C	1 000
<b>Bulk Drops:</b> Newtown C - Shell Garage & Taxi Rank, Police Station,	
Hyper Star & Inanda Cash & Carry	450
Phoenix Industrial Park	1 300
<b>Total</b>	<b>10 850</b>
<b>The following stores will be bulk dropped:</b>	
Lucky Family, Browns Hyper, Favours Cash & Carry, Mambha Stores, Ohlanga Cash & Carry: 250 to each Master Bake - 30, MH Suleman Hardware-30, ABI coke (leave with security) -50, Competitive Hardware -30, Cross Roads Shopping Complex - All stores to be distributed	
Durban Central, Train, Taxi & Bus Ranks	5 000
Office Copies	500
<b>Total</b>	<b>41 000</b>

The following Shopping Centres fall under the **eThekwini Times** publication...

- Workshop
- Inanda Village - Kwa Mashu
- Bridge City
- Shoprite - Inanda - Kwa Mashu
- Spar
- Food Town



## age groups

age groups	%
0 -19	10%
20 - 24	20%
24 - 50	50%
55 +	20%

## gender

gender	%
Male	50%
Female	50%

## LSM

LSM	%
1-5	20%
6	35%
7	25%
8-9	15%
10	5%

## readership

readership	%
White	0%
Black	100%
Asian	0%
Coloured	0%

