



# South Coast NEWS



## readership profile

The South Coast News is distributed weekly on Mondays to 25000 homes in Athlone Park, Amanzimtoti, Shulton Park, Doonside/Heights, Warner Beach, St. Winifreds, Winkelspruit, Illovo Glen/Beach, Scottsburg, Umbogintwini, Kwamakutha

the south coast news reaches over **100 000**

delivering the news to your door!

## distribution areas

<b>Amanzimtoti</b>	
Amanzimtoti Mall	1 400
Athlone Park	2 215
Amanzimtoti, Kingsburgh, Astra Park	5 188
Panorama Park	725
Doonside/Heights	800
Warner Beach	800
St. Winifreds,	1 550
Winkelspruit	2 300
Illovo Glen/Beach	2 400
Adam Mission	1 000
Scottsburg	500
Umkomaas	250
Umbogintwini	1 000
Kwamakutha	1 500
Head office Copies	250
Amanzimtoti office Copies	250

<b>Bulk Drops</b>	<b>1 664</b>
<b>Business</b>	<b>1 208</b>
<b>Total</b>	<b>25 000</b>

The following Shopping Centres fall under the **South Coast NEWS** publication...

- Seadoone Mall
- Arbour Crossing
- Galleria
- Kingsburgh Shopping Cnt
- Toti Mall



age groups	%
16 -24	13%
25 - 34	11%
35 -49	36%
50 +	40%

gender	%
Male	45%
Female	55%

LSM	%
1-5	0%
6	7%
7	12%
8	17%
9	32%
10	32%

readership	%
White	70%
Black	19%
Asian/Coloured	11%

language	%
English	54%
Afrikaans	28%
Zulu	18%