



# southernstar



## readership profile

The Southern Star is distributed weekly on Tuesdays to 32 000 homes and businesses in Bluff, Clairwood, Montclair, Merebank, Edwin Swales, Wentworth, Merewent, Isipingo Hills/Beach/Rail, Lotus Park, Orient Hills, Malabar Hills, Prospecton, Jacobs & Brighton Beach, Grosvenor, Ocean View, Fynnlands, South Coast Road.

the southern star reaches over 200 000

delivering the news to your door!

## distribution areas

Brighton Beach	2 101
Grosvenor	1 659
Ocean View	2 396
Fynnlands	1 646
Treasure Beach	300
Merewent	300
Wentworth	5 750
Merebank	2 368
Isipingo Hills/Rail	4 000
Isipingo Beach	800
Orient Hills	850
Lotus Park	1 600
Malabar Gardens	400
Prospecton	2 000
Clairwood/Edwin Swales	2 500
Jacobs	1 000
South Coast Rd	1 330
Shopping Centres:	1 000
Bluff Pick n Pay	
Merebank Shopping Centre	
Montclair Mall	
Isipingo Shopping Centre	
Wentworth Shopping Centre	
<b>Total</b>	<b>32 000</b>

The following Shopping Centres fall under the **southernstar** publication...

- Bluff Pick 'n Pay Centre
- Bluff Spar
- Bluff Towers
- Merebank Shopping Centre
- Montclair Mall
- Isipingo Shopping Centre



## age groups

0-19	10%
20-24	25%
24-50	50%
55+	15%

## gender

Male	45%
Female	55%

## LSM

1-5	5%
6	11%
7	25%
8	20%
9	25%
10	14%

## readership

White	30%
Black	5%
Asian	40%
Coloured	25%