



# phoenixtabloid



## readership profile

The Phoenix Tabloid is distributed weekly on Tuesdays to 56 000 homes and businesses in all units of Phoenix, Phoenix Industrial Park, Mount Edgecombe, Cornubia and Duffs Road.

the phoenix tabloid reaches over 300 000

delivering the news to your door!

## distribution areas

Southgate	1 200
Campbells Town	250
Greenbury	1 118
Rainham	336
Stonebridge	830
Clayfield	1 244
Rockford	719
Eastbury	1 339
Longcroft	1 325
Rydalvale	1 352
Centenary Park	1 800
Redfern	2 415
Wheatstone	1 272
Westham	1 820
Lenham	1 506
Northcroft	1 138
Brookdale	1 500
Trenance Manor	1 434
Sastri Park	1 440
Palmview	1 350
Woodview	2 052
Caneside	2 546
Foresthaven	1 909
Grove End	1 370
Stanmore	1 689
Sunford	1 883
Starwood	730
Phoenix Industrial	2 050
Duffs Rd/ Avoca Hills	750
Mount Edgecombe	7 200
Cornubia	3 700
Cornubia Industrial	300

Shopping Centres (Gateway, La Lucia Mall, Phoenix Plaza, Acropolis, Gem City, Unit 12 Shopping Centre, Oriental Plaza, White House, Mount Edgecombe Plaza, Northway Mall, Crescent, Mount Edgecombe Hospital, Gandhi) Cornubia Mall	3 183
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Office Copies	250
Total	56 000

The following Shopping Centres fall under the phoenixtabloid publication...

- Phoenix Plaza
- Acropolis
- Metro Plaza
- Starwood Mall
- Umhlanga Crescent
- Gateway
- Mount Edgecombe Plaza
- White House Shopping Centre
- Gem City
- Oriental Plaza
- Northway Mall
- Cornubia Mall



age groups	%
0 -19	20%
20 - 24	30%
24 - 50	40%
55 +	10%

gender	%
Male	35%
Femal	65%

LSM	%
1-5	7%
6	35%
7	30%
8	14%
9	11%
10	3%

readership	%
White	3%
Black	7%
Asian	90%