Eighty20 Media report

Description: In this report, usage of both print media (including newspapers and magazines) and electronic media (television, radio and the internet) are explored. Trends in usage as well as the reach of specific newspaper and magazine publications, television channels, radio stations and social media, such as Facebook and Twitter, are considered. The report also explores advertising in South Africa including spend on advertising across the different media channels.

The report concludes with a segmentation of newspaper readers in South Africa using cluster analysis to identify four distinct segments within the market. The demographic profile as well as the media usage of each segment is included.

* Please note a variety of sources of data are used for these reports. The data will be the most recently available at the date of order. Please allow up to 5 working days for delivery.


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