

**INTIEM**

**INTIMACY4US.co.za**

**Product Offering**

- INTIEM magazine (established 2006) is an Afrikaans, niche magazine dedicated to making marriage work.
- ABC certified.
- Winner of a highly commended PICA accolade (2008).
- 35 000 print circulation.
- Distributed to all gynaecologists and urologists nationally.
- Available @ most branches of SPAR, Exclusive Books, CNA, Pick n Pay, Woolworths, Checkers, S

**The INTIEM reader:**

- 98% of readers apply the information they read in INTIEM magazine
- 98% of readers are white Afrikaans women
- 98% of readers like INTIEM'S handbag size
- 95% of readers read at least 80% or more of the content
- 87% of readers are married
- Age:
  - 81% of readers are aged 25 to 49
  - 10% of readers are aged 18 to 24
  - 9% of readers are aged 50 to 64
- 87% of readers use Facebook frequently
- 78% of readers have children
- 46% of readers read the magazine with their spouses:
  - Reaching BOTH decision-makers in the household
- LSM 8-10
- 97% of readers keep the magazine as a point of reference
- 92% of readers read the advertisements AND/OR buy the products advertised
- 88% of readers share their magazine with two other people

- INTIMACY4US.CO.ZA is an English, online medium catered to reach mass audiences. It celebrates

- The INTIMACY4US.CO.ZA user:

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- LSM 5 to 10.
- Male and female.
- Various relationship levels including single, married, single parent, divorced and widowers.
- Enjoys the availability of free articles on relationships, love, life and intimacy.
- Applies the articles to his/her everyday life.
- Is involved in the online community – taking part in discussions and sharing ideas.
- Wants to learn and discover.

### Target Markets

#### Afrikaans market:

- Afrikaans people are responsible for 32% of the purchasing power in South Africa and are the largest.
- 34% of LSM 7 to 10 are Afrikaans speaking.
- Afrikaans is the third most spoken home language in South Africa after isiZulu and isiXhosa.
- 14.2 million South Africans read and understand Afrikaans.
- The Afrikaans buying habits have developed/manifested into preferring and supporting brands that

#### Black Diamond market:

- The Black Diamond market is responsible for 28% of the total spend.
- There are 2.6 million Black Diamonds in South Africa.
- On average the Black Diamond income is R5 900 per month.
- 46% have access to some kind of formal credit.
- Some 47% of Black Diamonds now live in the suburbs.
- 87% love trying new products.
- Is continuously transforming their identity and brands play a big role in their lives – they are not all

#### Afuent English market:

- The language commonly used by speakers of 11 official languages is English.
- English is understood by 76% of the South African population.
- LSM 6 to 10.

### Variety of Content

Understanding your body, Health & soul, relationship advice for Bibles, expert advice on sex and relationships

## Statistics and Demographics

Reader demographics as per email survey conducted in September 2009 amongst subscribers. 702 responses were captured.

| Gender |     |
|--------|-----|
| Male   | 6%  |
| Female | 94% |

| Marital Status    |     |
|-------------------|-----|
| Married           | 86% |
| Divorced          | 4%  |
| In a relationship | 8%  |
| Widowed           | 1%  |
| Single            | 1%  |

| Does your spouse read your INTIEM? |     |
|------------------------------------|-----|
| Yes                                | 72% |
| No                                 | 28% |

| Do you like INTIEM's size? |     |
|----------------------------|-----|
| Yes                        | 98% |
| No                         | 2%  |

| Do you use the information in INTIEM? |     |
|---------------------------------------|-----|
| Yes                                   | 98% |
| No                                    | 2%  |

| Do you throw away your INTIEM? |      |
|--------------------------------|------|
| Yes                            | 0%   |
| No                             | 100% |

| How much of INTIEM's content do you read? |     |
|---|-----|
| This & that                               | 4%  |
| 50%                                       | 8%  |
| 80%                                       | 37% |
| Everything                                | 51% |

| Do you read adverts and/or buy the products advertised? |     |
|---|-----|
| Yes   | 86% |
| No  | 14% |

| Age Group |     |
|-----------|-----|
| 16 - 24   | 3%  |
| 25 - 34   | 36% |
| 35 - 49   | 53% |
| 50+       | 8%  |

| Income Group      |     |
|-------------------|-----|
| R0 to R5 000      | 7%  |
| R5 001 to R8 000  | 11% |
| R8 001 to R14 000 | 27% |
| R14 001 +         | 55% |

| Besides your spouse, how many other people read your INTIEM? |     |
|--|-----|
| 0  | 24% |
| 1  | 41% |
| 2  | 20% |
| 3  | 8%  |
| 4  | 3%  |
| 5+   | 4%  |