

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:

-
- 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 group.
- 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 and relationships advice for women, 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%