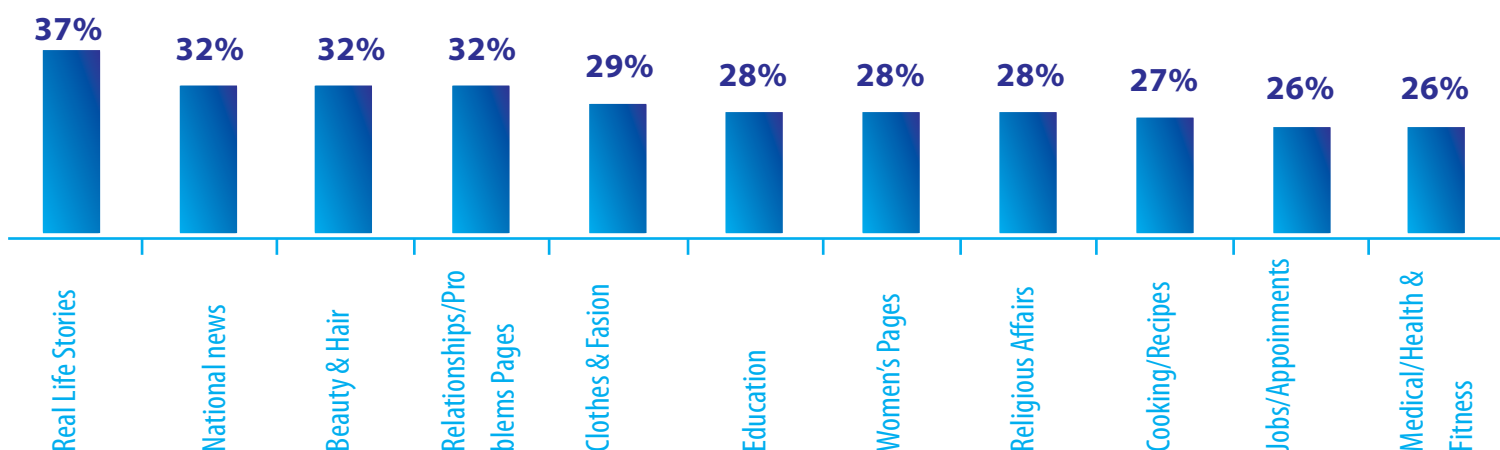


# What Women Read



Newspaper publishers understand that different people love different sections of the paper. It may be why they don't staple the newspaper together.

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According to TGI however, there isn't a major difference in newspaper topic preference among women. Real life stories devoid of all fiction are the favourite of 37% of women. National news, hair & beauty, relationship and problem pages tie for the first read for 32% of women. 29% of women buy the dailies with clothes & fashion in mind.

Detailed TGI findings are available upon request.

**TGI** (Target Group Index) is an internationally reputable, comprehensive, accurate, single source market research database that gives you unlimited access to a wide range of consumer information on product & brand, media consumption and attitudes.



More Information: Call (+ 254) (020) **536764/5**  
Email: [voices@ciafrica.com](mailto:voices@ciafrica.com)

