

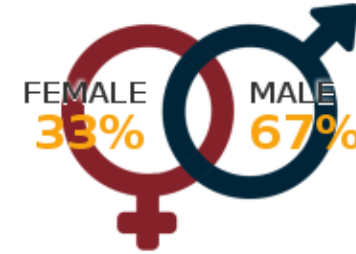
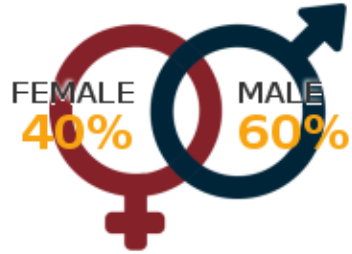
EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

1,414,924

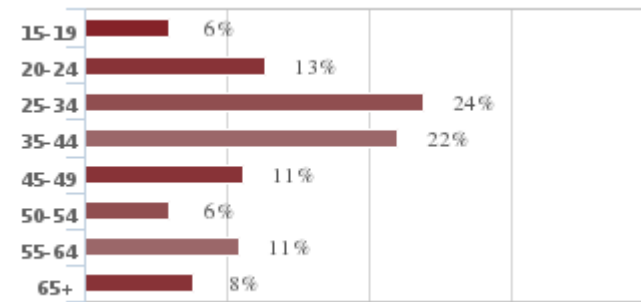
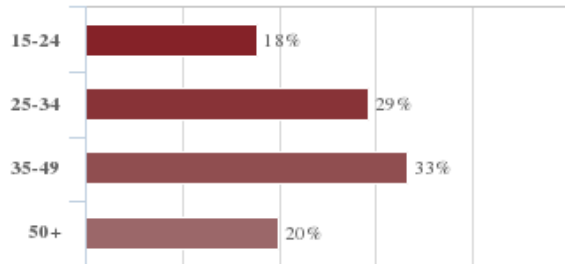
1,728,000
PRINT REACH

539,154
DIGITAL REACH (COMBINED UB'S)

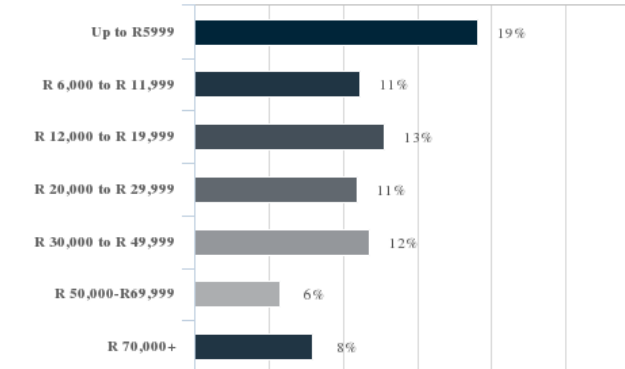
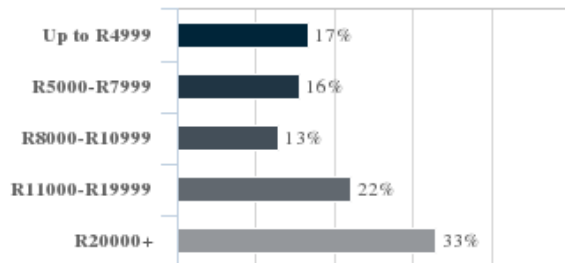
GENDER



AGE



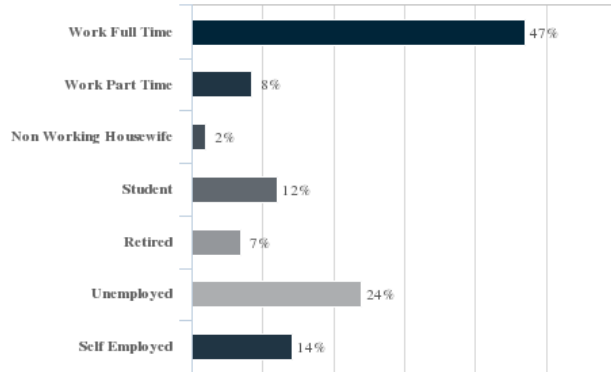
HH INCOME



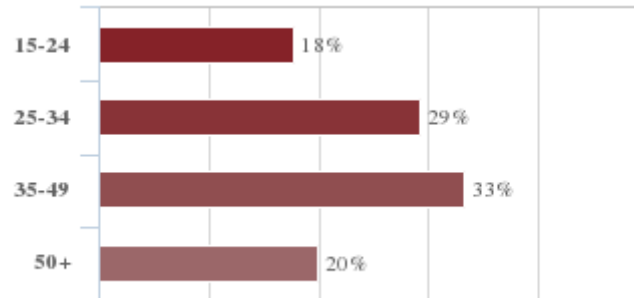
SOURCE: AMPS 2015 AB / Effective Measure December / ABC / Facebook / Twitter / Instagram

Readership: **1,728,000**
Circulation: **62,962**

EMPLOYMENT

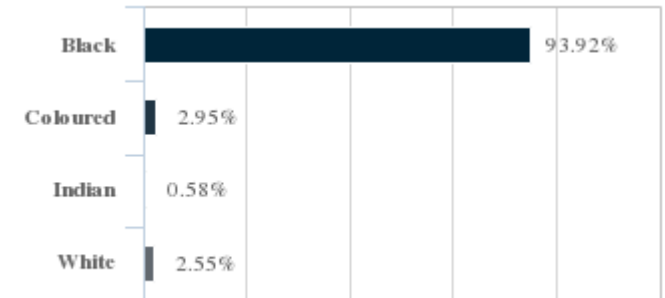


AGE

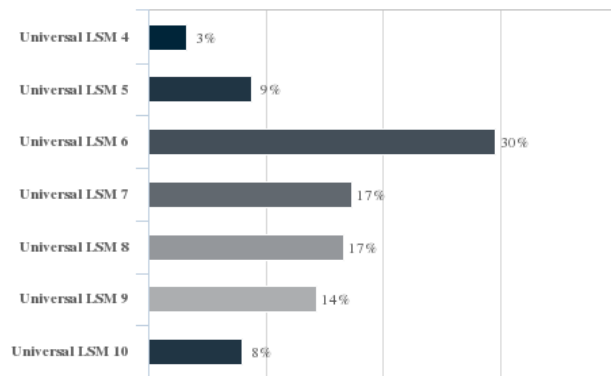


Average: 41

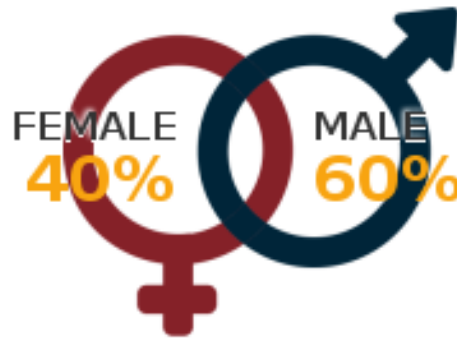
RACE



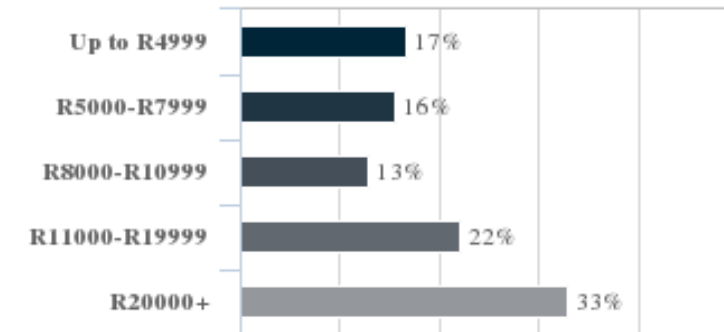
LSM



GENDER



HH INCOME



Average: R 10,378

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **539,154**
Page Views **1,538,647**
Average Visit Duration **00:02:49**



MOBILE

Unique Browsers **435,377**
Page Views **1,154,437**
Average Visit Duration **00:02:20**



PC

Unique Browsers **103,777**
Page Views **384,210**
Average Visit Duration **00:04:34**

SOCIAL MEDIA



FACEBOOK

269,702
LIKES



TWITTER

981,226
FOLLOWERS



INSTAGRAM

4,987
FOLLOWERS

SOURCE: Effective Measure December Facebook / Twitter / Instagram