

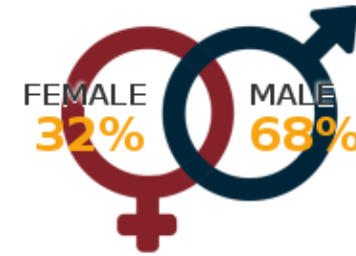
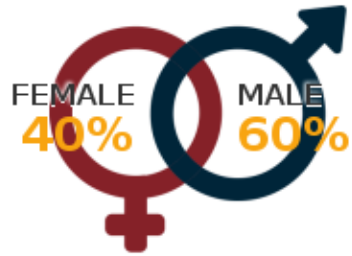
EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

1,426,565

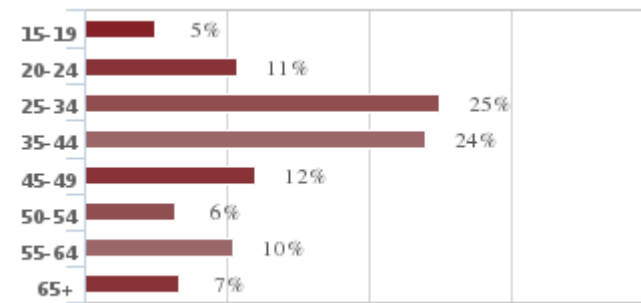
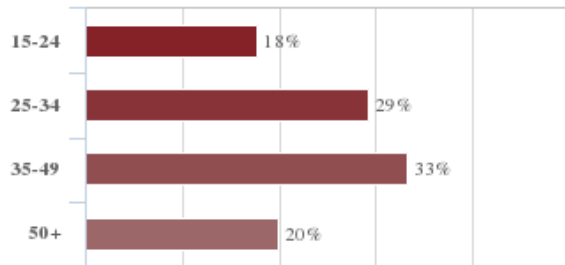
1,728,000
PRINT REACH

334,083
DIGITAL REACH (COMBINED UB'S)

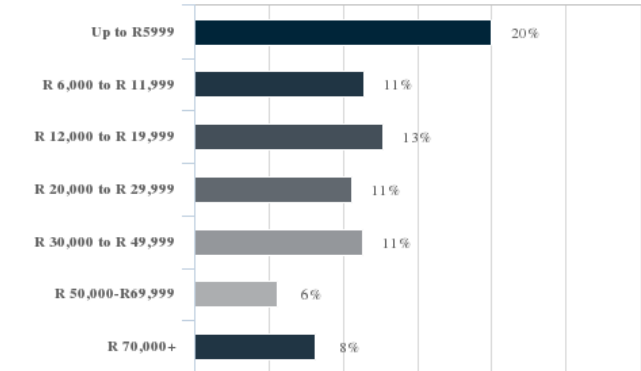
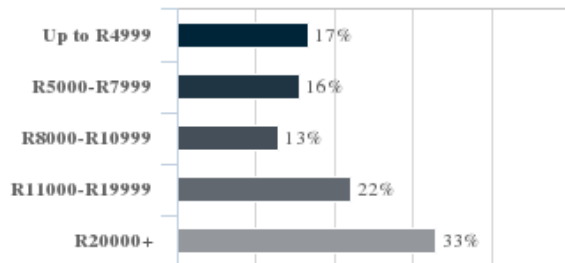
GENDER



AGE



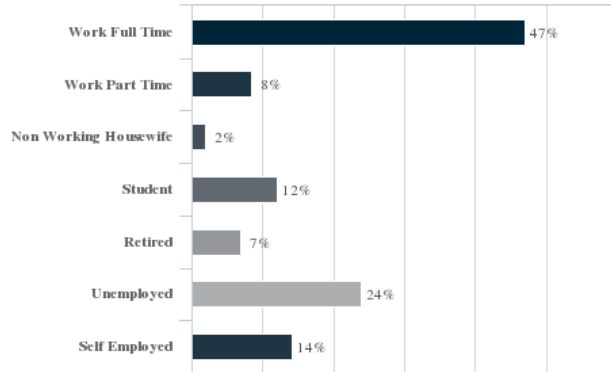
HH INCOME



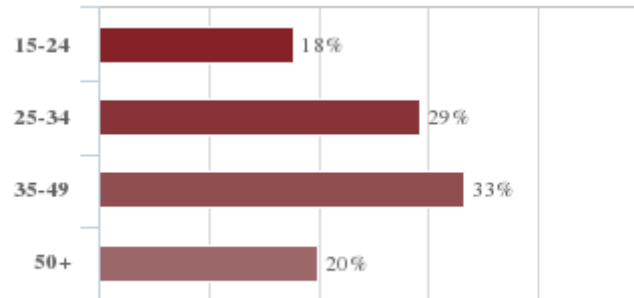
SOURCE: AMPS 2015 AB / Effective Measure October / ABC / Facebook / Twitter / Instagram

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

EMPLOYMENT

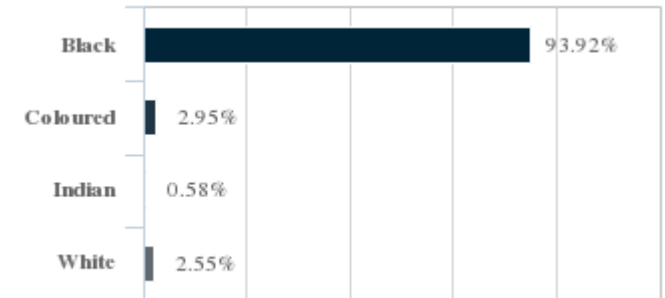


AGE

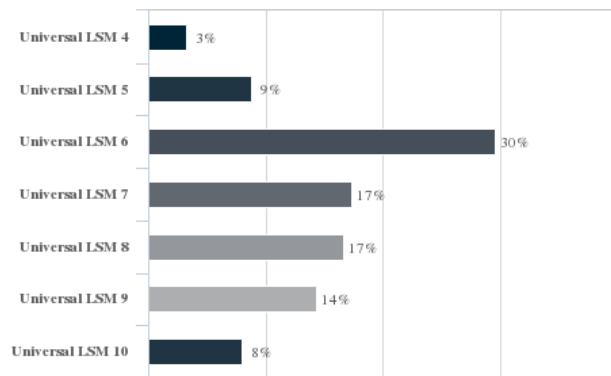


Average: 41

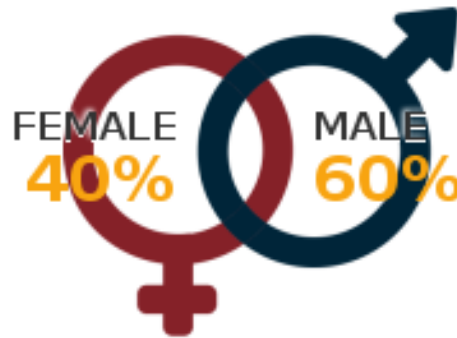
RACE



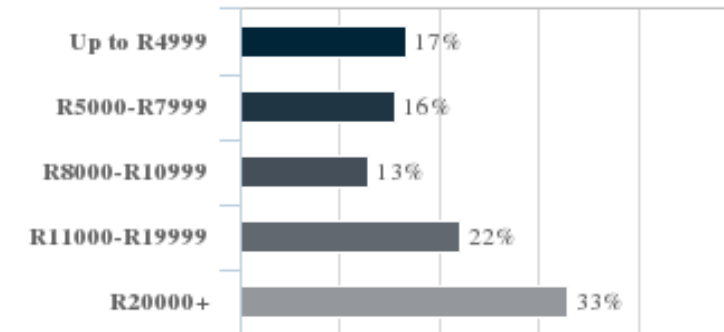
LSM



GENDER



HH INCOME



Average: R 10,378

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **334,083**
Page Views **1,178,898**
Average Visit Duration **00:03:29**



MOBILE

Unique Browsers **225,523**
Page Views **763,786**
Average Visit Duration **00:03:02**



PC

Unique Browsers **108,560**
Page Views **415,112**
Average Visit Duration **00:04:21**

SOCIAL MEDIA



FACEBOOK

265,285
LIKES



TWITTER

955,252
FOLLOWERS



INSTAGRAM

4,555
FOLLOWERS

SOURCE: Effective Measure September / Facebook / Twitter / Instagram