

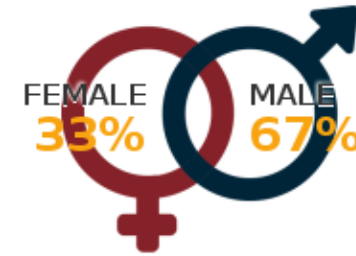
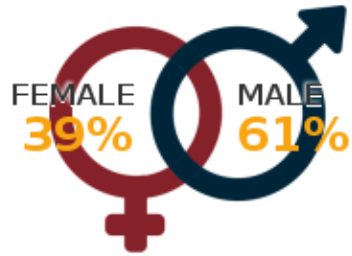
EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

1,415,307

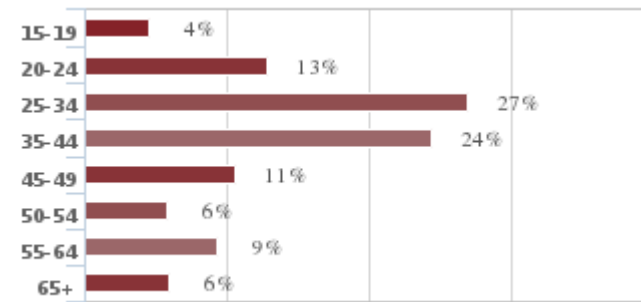
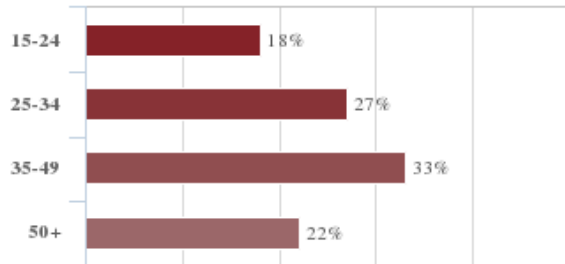
1,728,000
PRINT REACH

423,523
DIGITAL REACH (COMBINED UB'S)

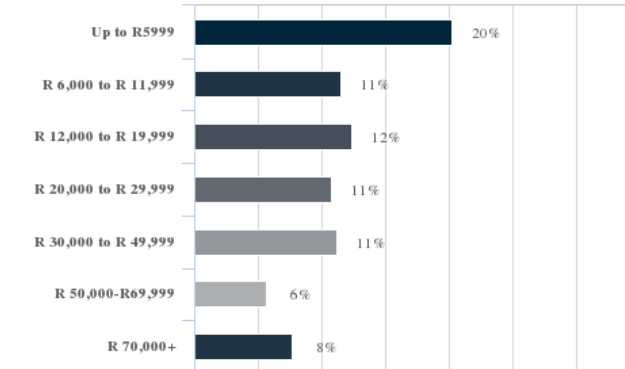
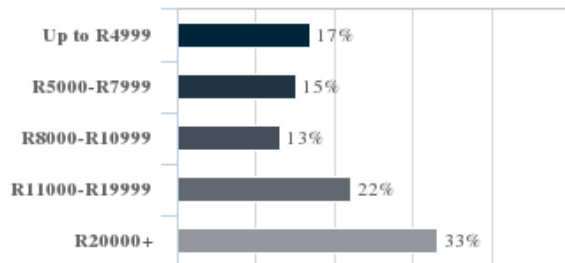
GENDER



AGE



HH INCOME



SOURCE: AMPS 2015 AB / Effective Measure August/ Facebook / Twitter / Instagram

Readership: **1,728,000**
 Circulation: **68,645**

Language

English

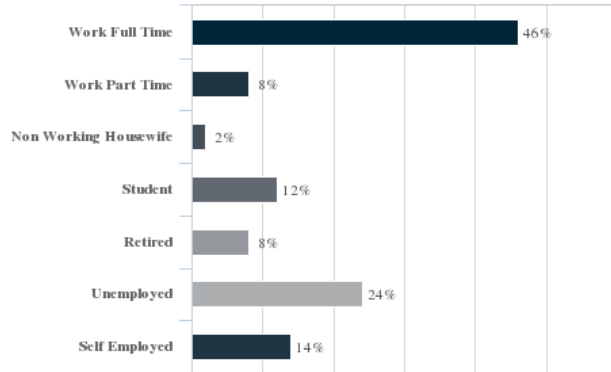
Publication day

Sun

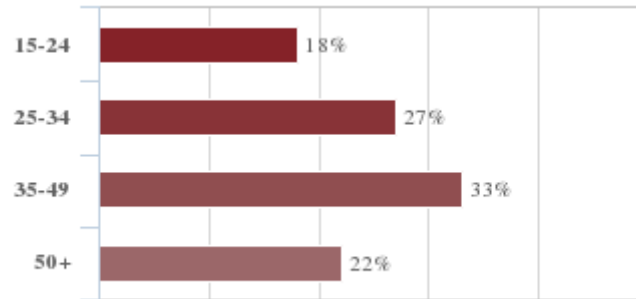
Province

The Western Cape / The Northern Cape
 The Free State / The Eastern Cape
 KwaZulu Natal / Mpumalanga
 Limpopo / Gauteng
 North-West

EMPLOYMENT

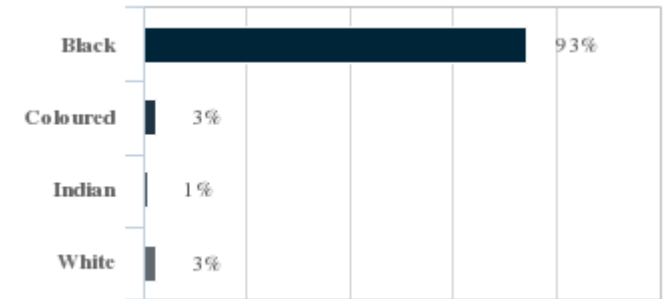


AGE

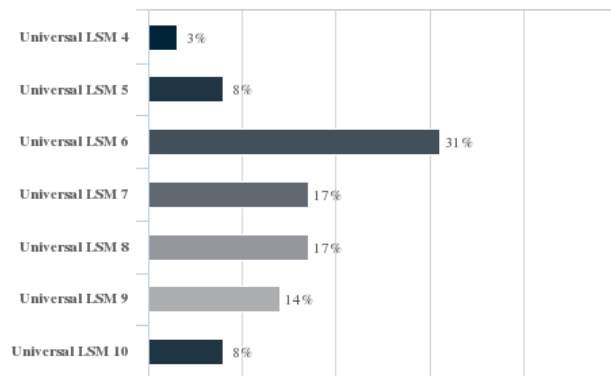


Average: 41

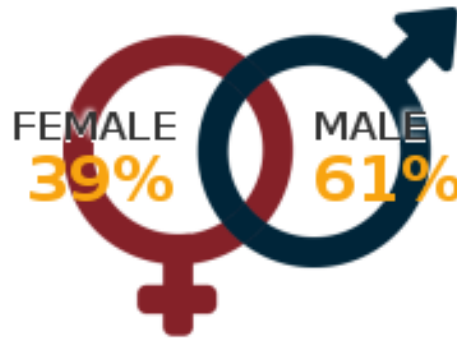
RACE



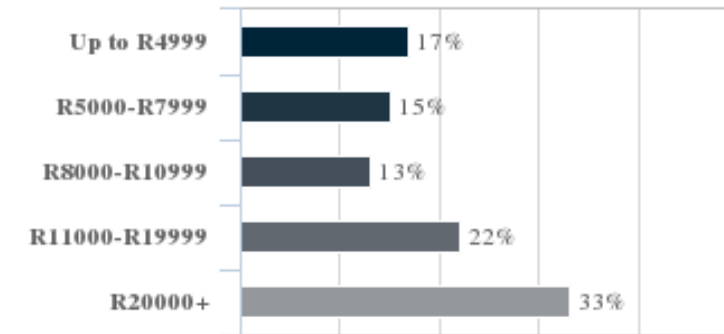
LSM



GENDER



HH INCOME



Average: R 10,378

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **423,523**
Page Views **1,409,478**
Average Visit Duration **00:03:13**



MOBILE

Unique Browsers **301,056**
Page Views **939,956**
Average Visit Duration **00:02:42**



PC

Unique Browsers **122,467**
Page Views **469,522**
Average Visit Duration **00:04:24**

SOCIAL MEDIA



FACEBOOK

261,708
LIKES



TWITTER

934,136
FOLLOWERS



INSTAGRAM

4,124
FOLLOWERS

SOURCE: Effective Measure August / Facebook / Twitter / Instagram