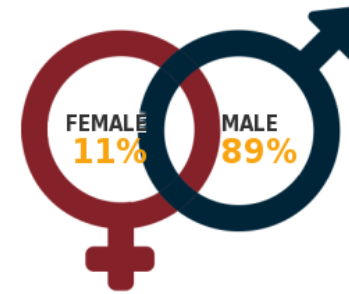
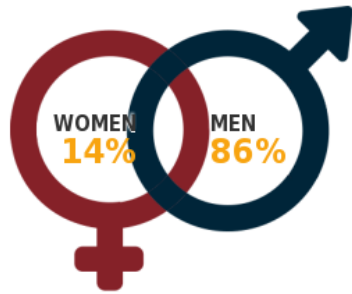


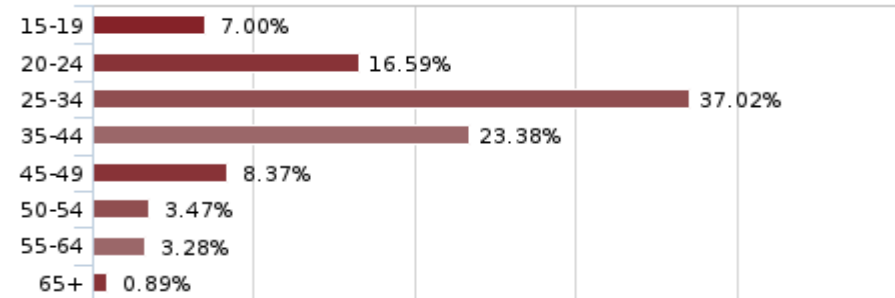
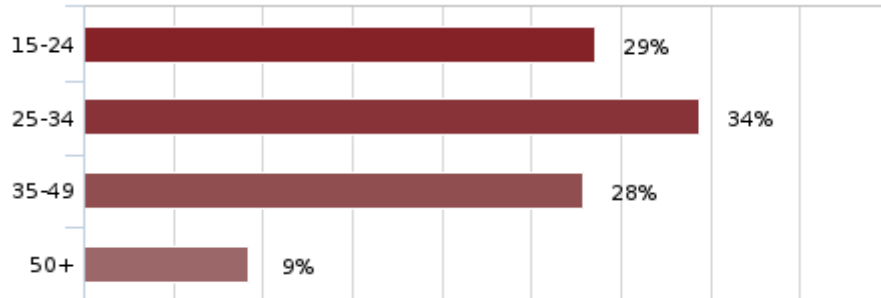
**3,715,000**  
PRINT REACH

**788,442**  
DIGITAL REACH (COMBINED UB'S)

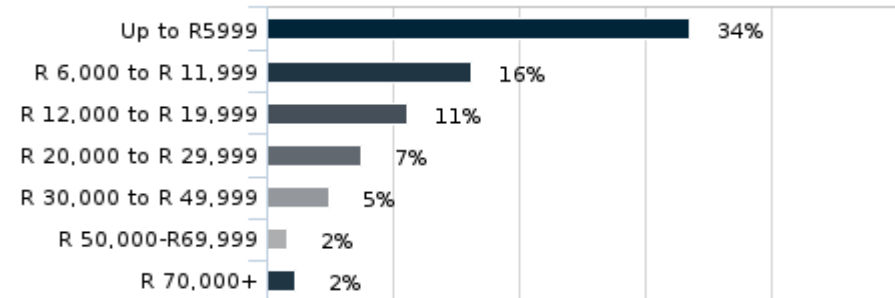
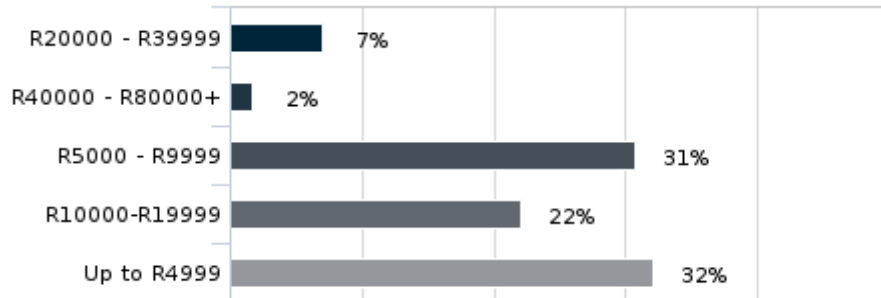
GENDER



AGE



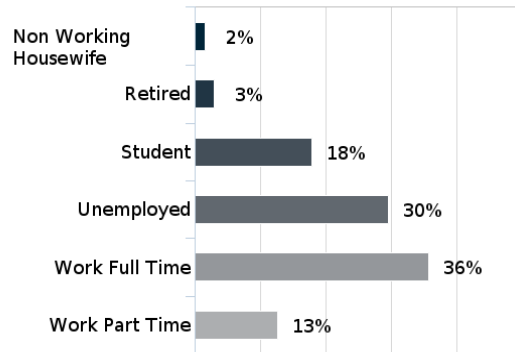
HH INCOME



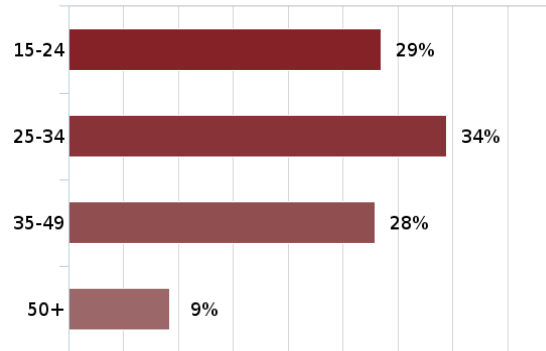
SOURCE: PAMS 2017 / Effective Measure July / ABC Q1 / Facebook July / Twitter July / Instagram July

Readership: **3,715,000**  
Circulation: **25,336**

### EMPLOYMENT

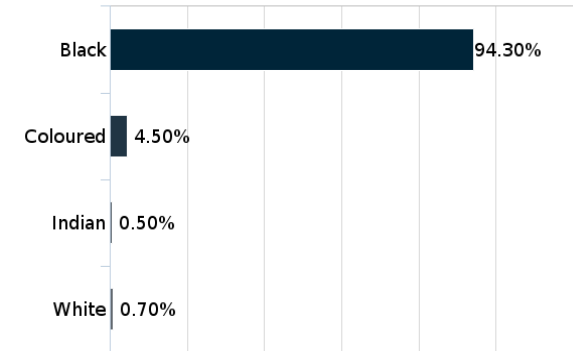


### AGE

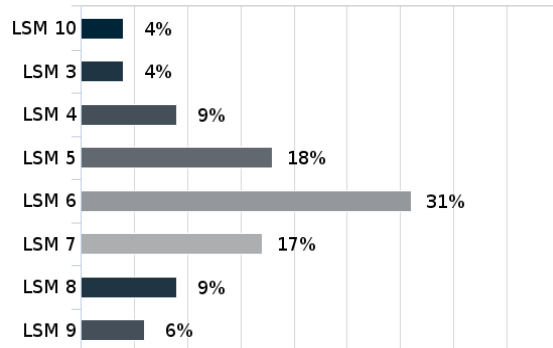


Average: 34

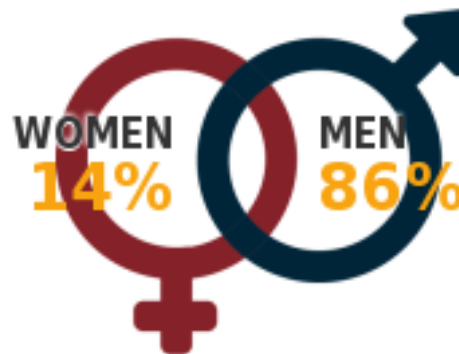
### RACE



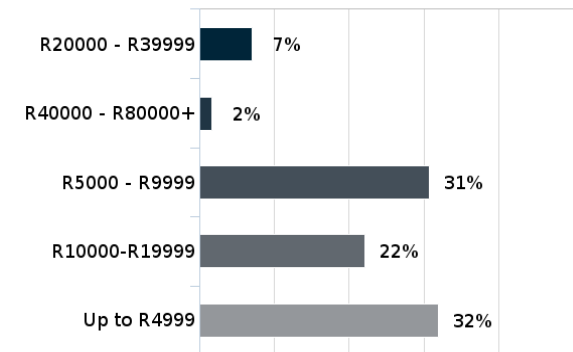
### LSM



### GENDER



### HH INCOME



Average: R 6,742

SOURCE: PAMS 2017



## ALL DEVICES

Unique Browsers **788,442**  
Page Views **13,462,306**  
Average Visit Duration **00:03:50**



## MOBILE

Unique Browsers **658,283**  
Page Views **10,343,299**  
Average Visit Duration **00:00:00**



## PC

Unique Browsers **130,159**  
Page Views **3,119,007**  
Average Visit Duration **00:06:08**

## SOCIAL MEDIA



## FACEBOOK

**1,400,151**  
LIKES



## TWITTER

**443,023**  
FOLLOWERS



## INSTAGRAM

**97,472**  
FOLLOWERS

SOURCE: Facebook July / Twitter July / Instagram July