

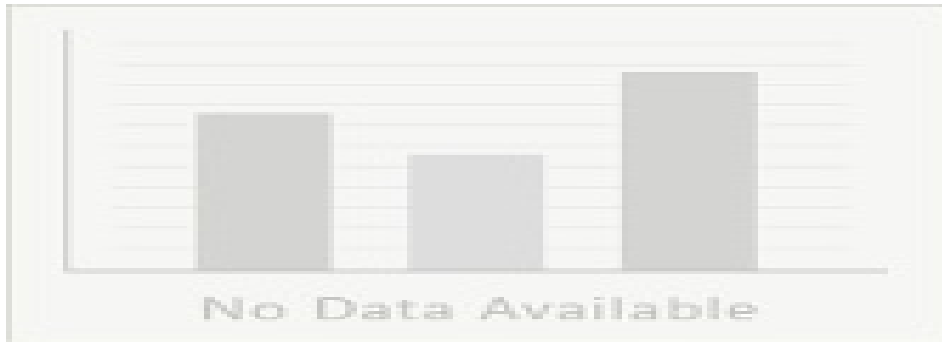
3,715,000
PRINT REACH

746,112
DIGITAL REACH (COMBINED UB'S)

GENDER



AGE



HH INCOME



SOURCE: PAMS 2017 / Effective Measure May / Facebook / Twitter / Instagram

Readership: **3,715,000**
Circulation: **23,534**

EMPLOYMENT



AGE



Average: 34

RACE



LSM



GENDER



HH INCOME



Average: R 6,742



ALL DEVICES

Unique Browsers **746,112**
 Page Views **10,869,623**
 Average Visit Duration **00:03:39**



MOBILE

Unique Browsers **613,018**
 Page Views **8,280,437**
 Average Visit Duration **00:03:06**



PC

Unique Browsers **133,094**
 Page Views **2,589,186**
 Average Visit Duration **00:06:05**

SOCIAL MEDIA



FACEBOOK

1,390,351
 LIKES



TWITTER

423,037
 FOLLOWERS



INSTAGRAM

89,861
 FOLLOWERS

SOURCE: Effective Measure May Facebook / Twitter / Instagram