

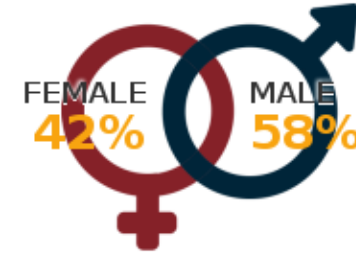
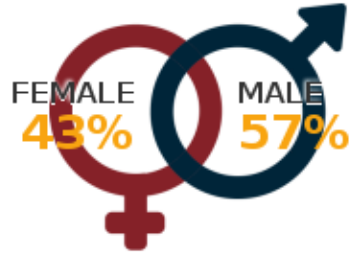
**EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :**

**3,854,083**

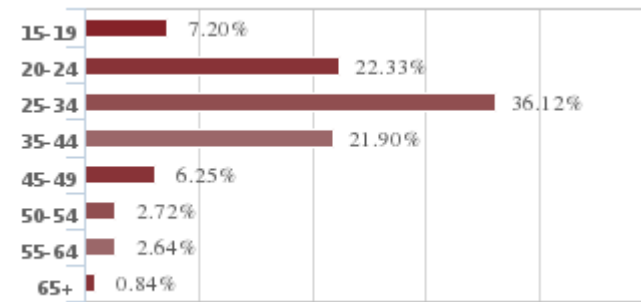
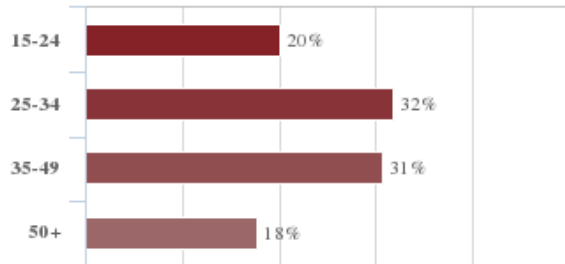
**4,951,000**  
**PRINT REACH**

**1,068,331**  
**DIGITAL REACH (COMBINED UB'S)**

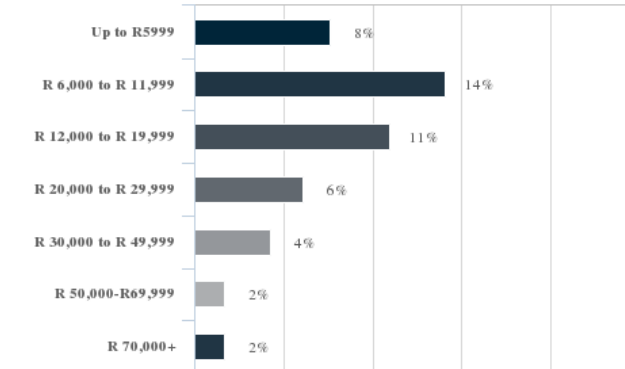
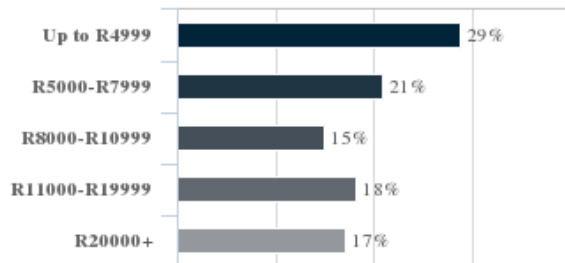
GENDER



AGE



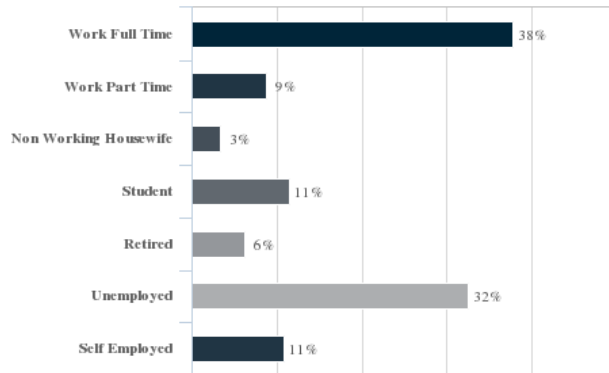
HH INCOME



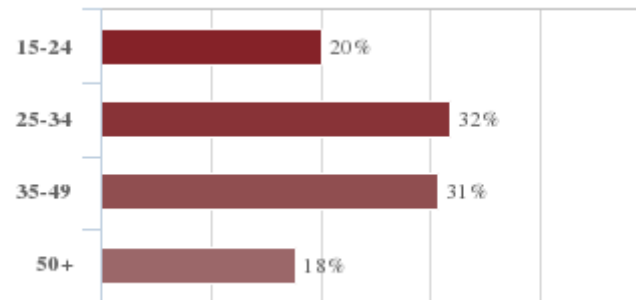
SOURCE: AMPS 2015 AB / Effective Measure September/ Facebook / Twitter / Instagram

Readership: **4,951,000**  
Circulation: **164,923**

### EMPLOYMENT

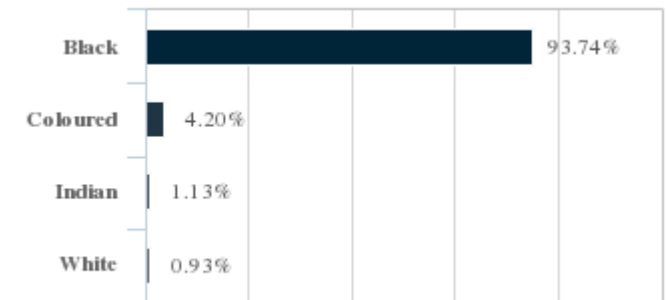


### AGE

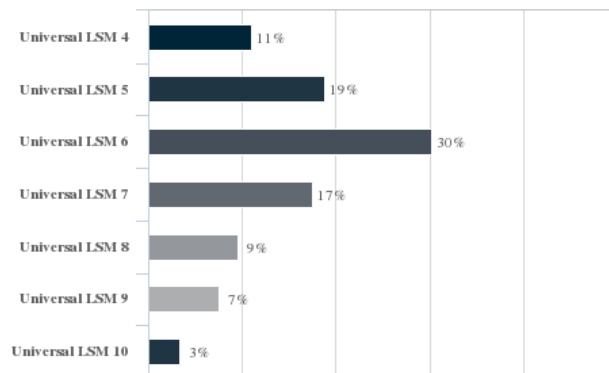


Average: 40

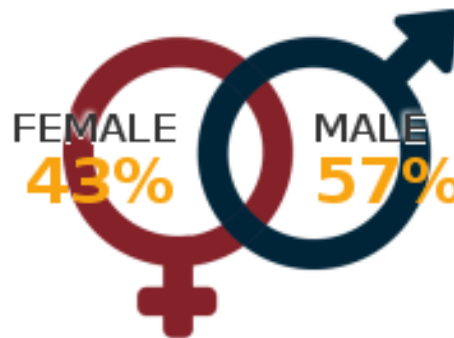
### RACE



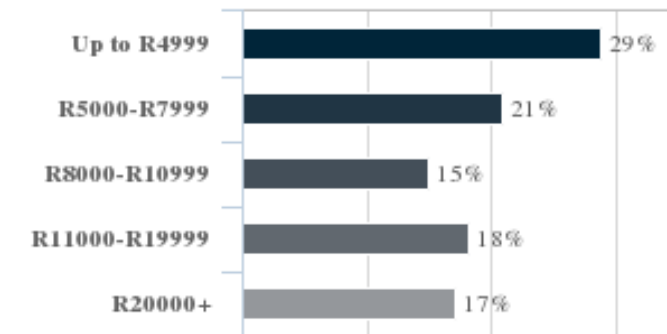
### LSM



### GENDER



### HH INCOME



Average: R 6,307

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **1,068,331**  
Page Views **12,968,639**  
Average Visit Duration **00:05:14**



MOBILE

Unique Browsers **890,492**  
Page Views **8,062,211**  
Average Visit Duration **00:03:51**



PC

Unique Browsers **177,839**  
Page Views **4,906,428**  
Average Visit Duration **00:09:04**

SOCIAL MEDIA



FACEBOOK

**1,623,373**  
LIKES



TWITTER

**78,810**  
FOLLOWERS



INSTAGRAM

**29,742**  
FOLLOWERS

SOURCE: Effective Measure September / Facebook / Twitter / Instagram