

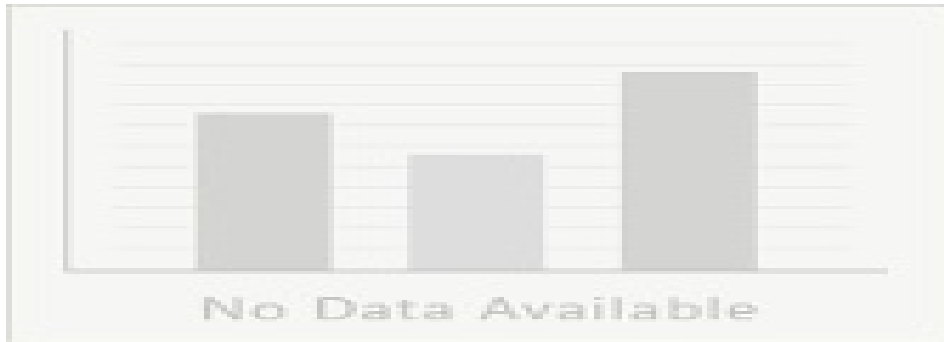
3,176,000  
PRINT REACH

871,808  
DIGITAL REACH (COMBINED UB'S)

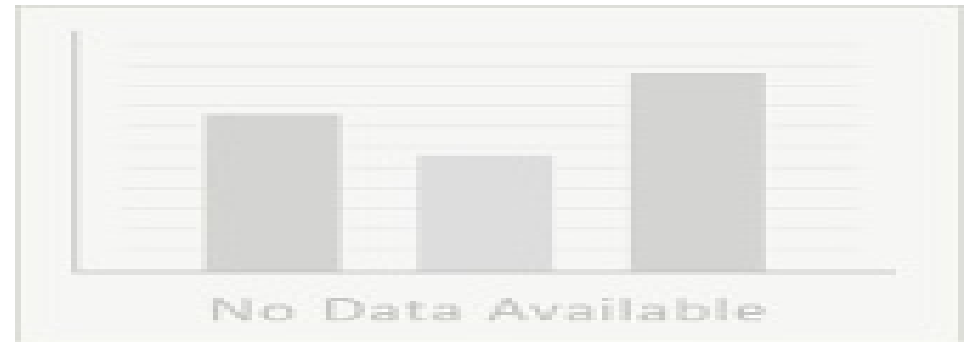
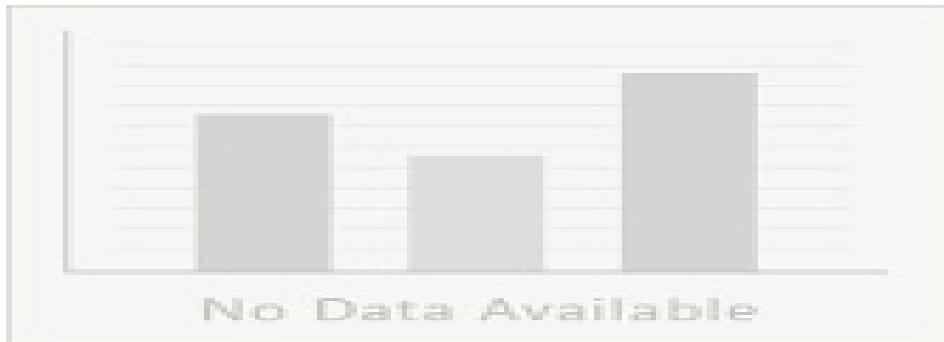
GENDER



AGE



HH INCOME



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

Readership: **3,176,000**  
Circulation: **141,187**

EMPLOYMENT



AGE



Average: 40

RACE



LSM



GENDER



HH INCOME



Average: R 6,307

SOURCE: PAMS 2017



ALL DEVICES

Unique Browsers **871,808**  
Page Views **11,641,981**  
Average Visit Duration **00:05:54**



MOBILE

Unique Browsers **708,522**  
Page Views **6,464,002**  
Average Visit Duration **00:03:58**



PC

Unique Browsers **163,286**  
Page Views **5,177,979**  
Average Visit Duration **00:09:58**

SOCIAL MEDIA



FACEBOOK

**1,714,600**  
LIKES



TWITTER

**85,744**  
FOLLOWERS



INSTAGRAM

**29,824**  
FOLLOWERS

SOURCE: Effective Measure May Facebook / Twitter / Instagram