

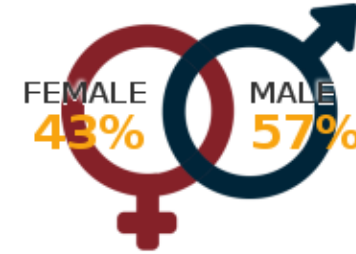
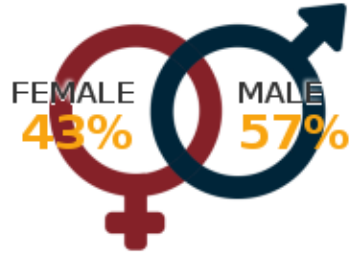
**EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :**

**3,897,148**

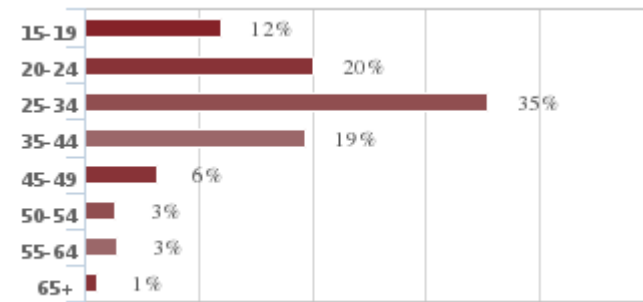
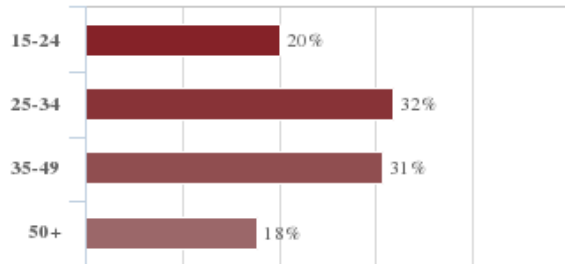
**4,951,000**  
**PRINT REACH**

**1,286,585**  
**DIGITAL REACH (COMBINED UB'S)**

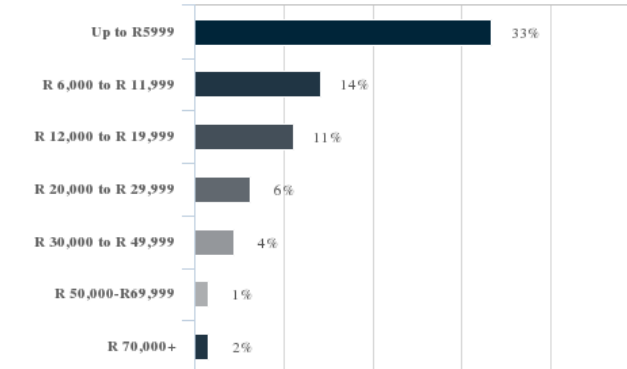
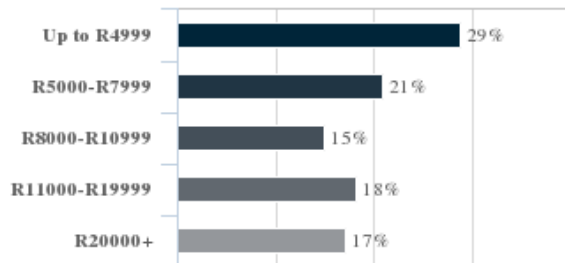
GENDER



AGE



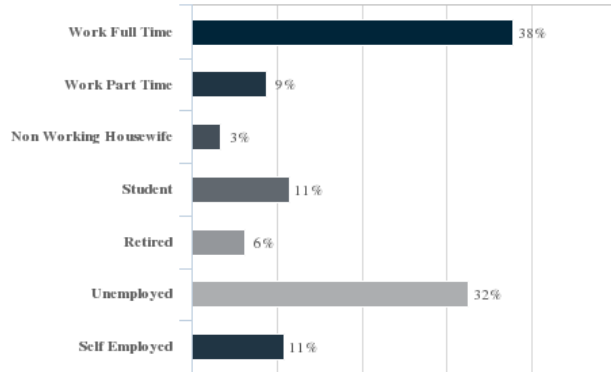
HH INCOME



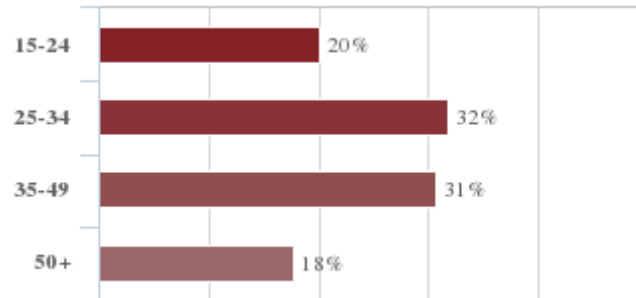
SOURCE: AMPS 2015 AB / Effective Measure January / ABC / Facebook / Twitter / Instagram

Readership: **4,951,000**  
Circulation: **143,981**

EMPLOYMENT

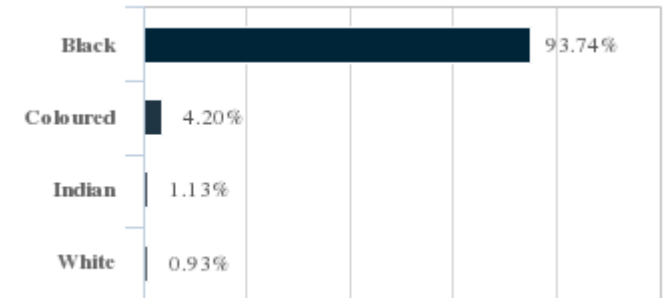


AGE

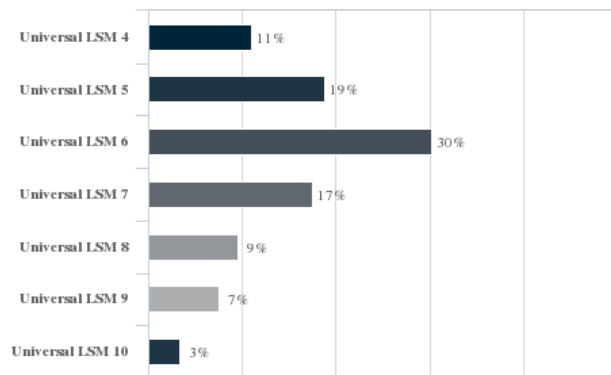


Average: 40

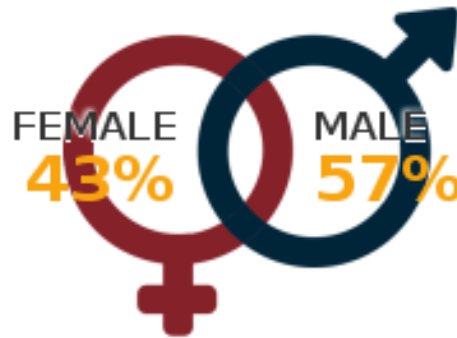
RACE



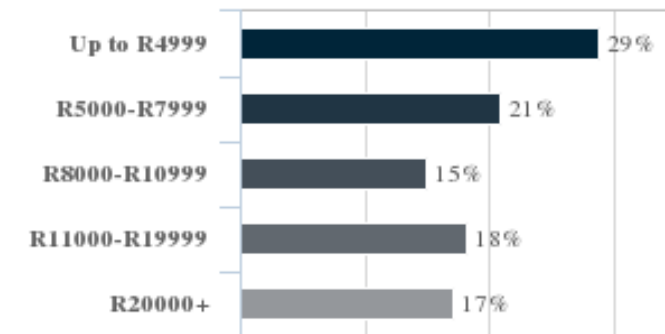
LSM



GENDER



HH INCOME



Average: R 6,307

SOURCE: AMPS 2015 AB



## ALL DEVICES

Unique Browsers **1,286,585**  
Page Views **12,536,007**  
Average Visit Duration **00:04:26**



## MOBILE

Unique Browsers **1,127,185**  
Page Views **7,833,445**  
Average Visit Duration **00:02:55**



## PC

Unique Browsers **159,400**  
Page Views **4,702,562**  
Average Visit Duration **00:09:34**

## SOCIAL MEDIA



## FACEBOOK

**1,679,445**  
LIKES



## TWITTER

**81,565**  
FOLLOWERS



## INSTAGRAM

**29,788**  
FOLLOWERS

SOURCE: Effective Measure January Facebook / Twitter / Instagram