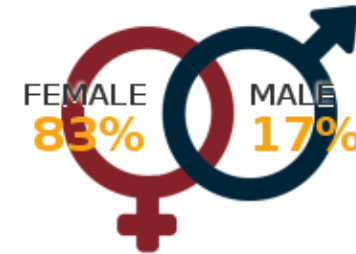
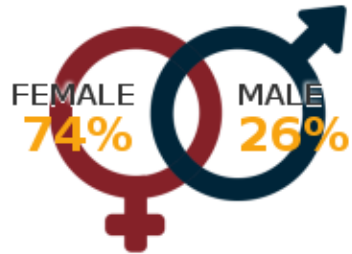


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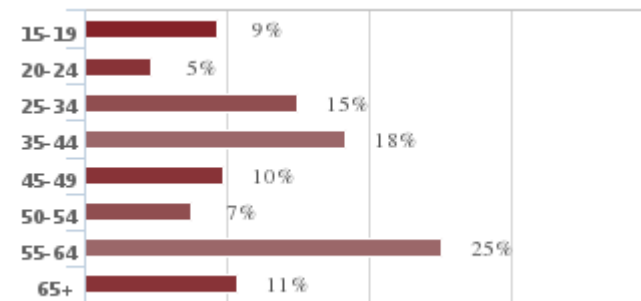
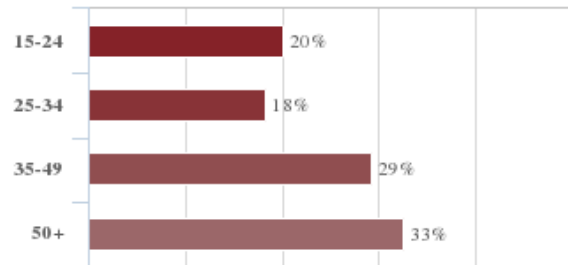
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PRINT REACH

3,222
DIGITAL REACH (COMBINED UB'S)

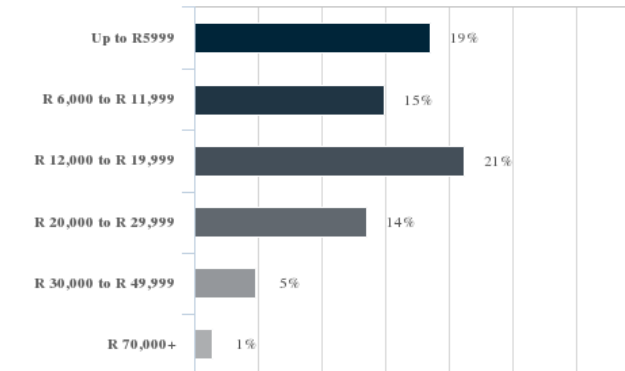
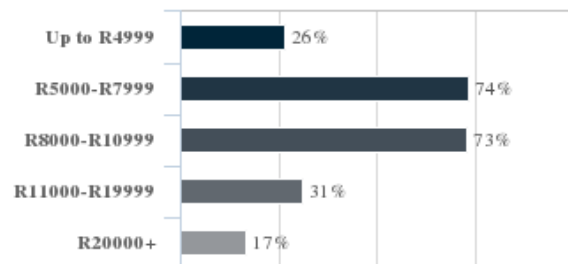
GENDER



AGE



HH INCOME



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



Language

Afrikaans
English

Publication day

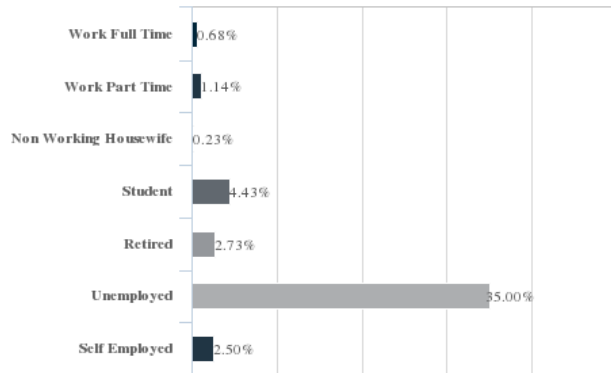
Wed

Province

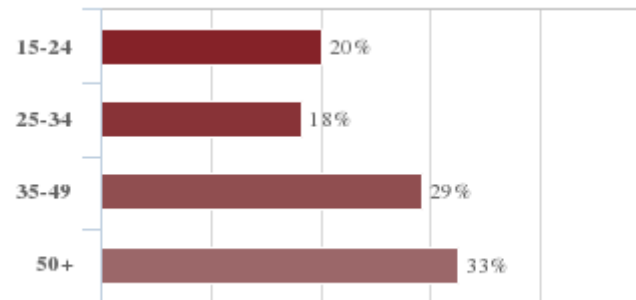
North-West / Gauteng
Limpopo / Mpumalanga
KwaZulu Natal / The Eastern Cape
The Free State / The Northern Cape
The Western Cape

Readership: **849,000**
Circulation: **91,672**

EMPLOYMENT

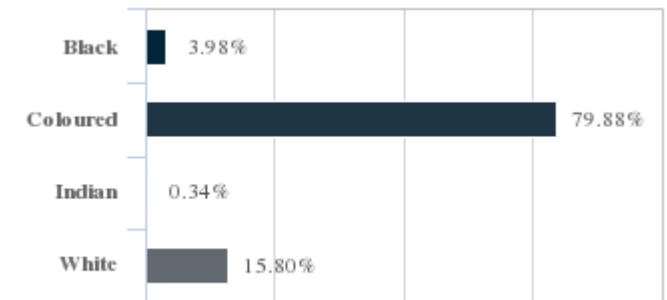


AGE

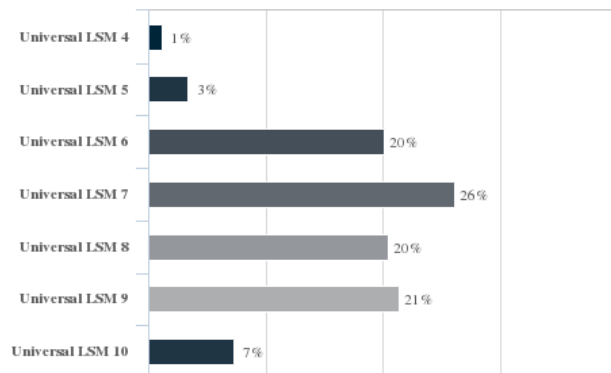


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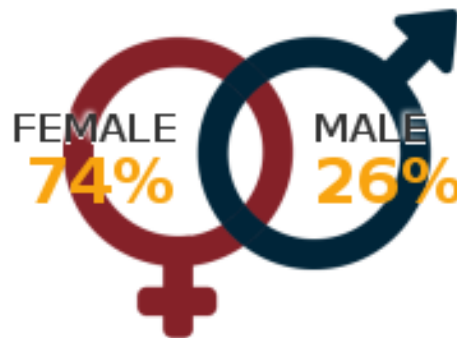
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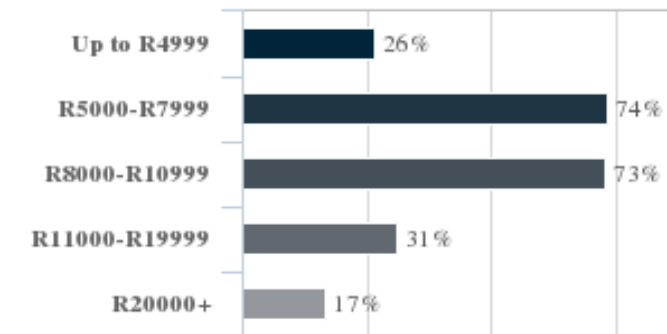
LSM



GENDER



HH INCOME



Average: R 6,224

SOURCE: AMPS 2015 AB



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Unique Browsers **3,222**
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Unique Browsers **2,348**
Page Views **6,709**
Average Visit Duration **00:01:31**



PC

Unique Browsers **874**
Page Views **2,413**
Average Visit Duration **00:01:35**

SOCIAL MEDIA



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FOLLOWERS



INSTAGRAM

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FOLLOWERS

SOURCE: Effective Measure September / Facebook / Twitter / Instagram