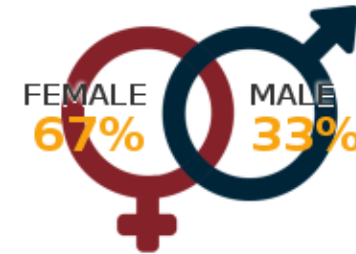
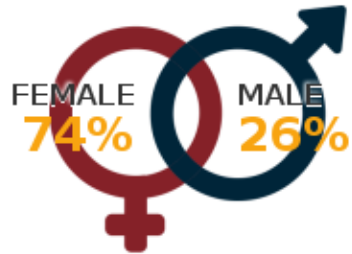


# 1,089,705

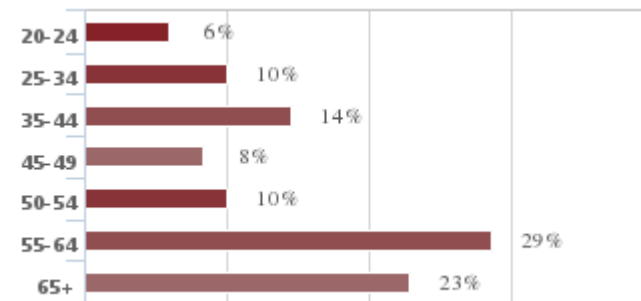
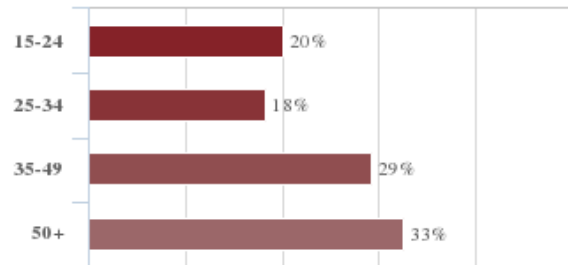
**849,000**  
PRINT REACH

**12,338**  
DIGITAL REACH (COMBINED UB'S)

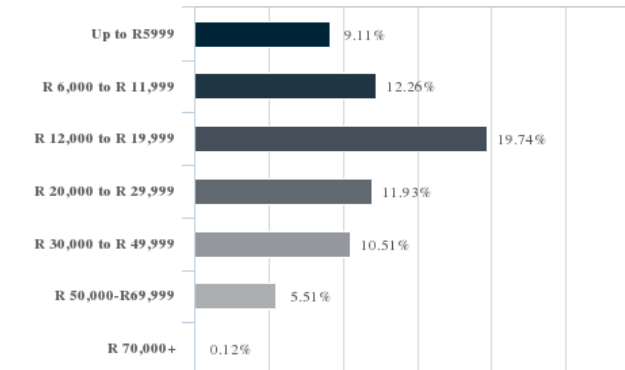
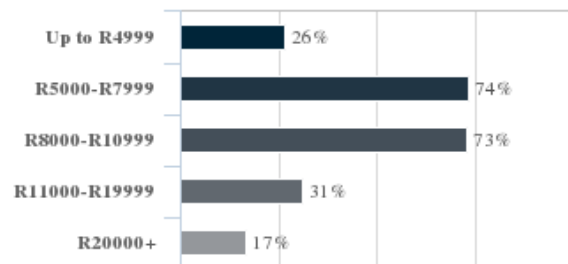
GENDER



AGE



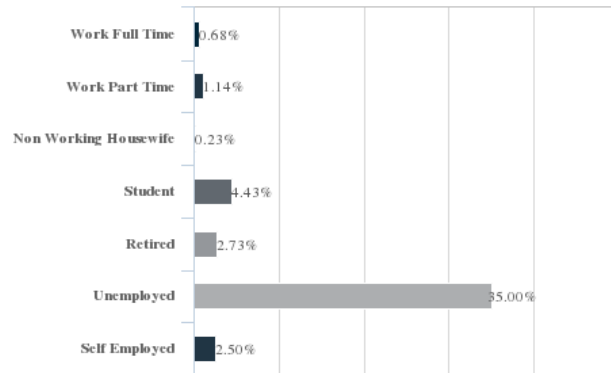
HH INCOME



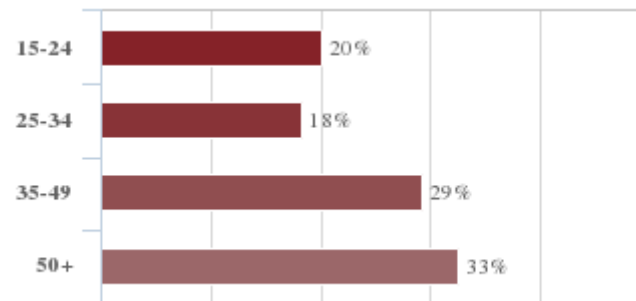
SOURCE: AMPS 2015 AB / Effective Measure December / Facebook / Twitter / Instagram

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

### EMPLOYMENT

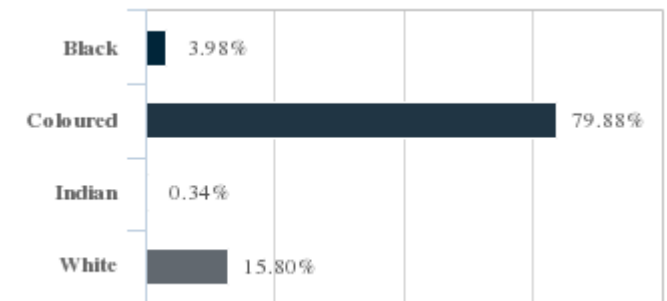


### AGE

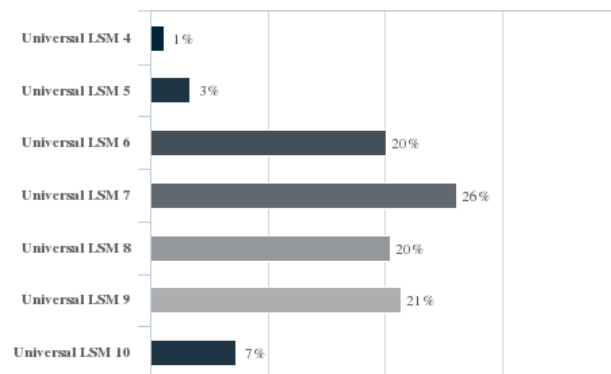


Average: 42

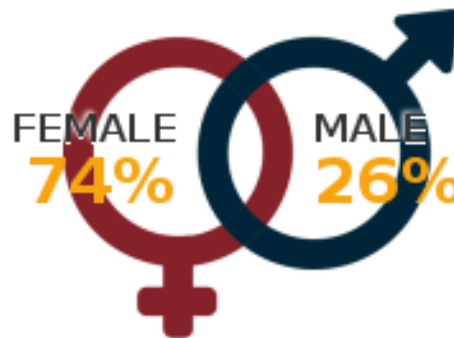
### RACE



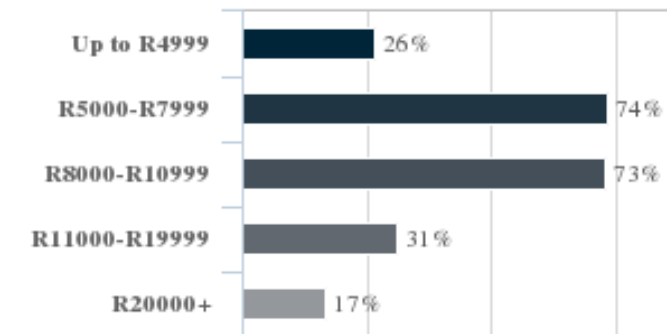
### LSM



### GENDER



### HH INCOME



Average: R 6,224

SOURCE: AMPS 2015 AB



## ALL DEVICES

Unique Browsers **12,338**  
Page Views **76,614**  
Average Visit Duration **00:03:45**



## MOBILE

Unique Browsers **7,701**  
Page Views **12,151**  
Average Visit Duration **00:01:21**



## PC

Unique Browsers **4,637**  
Page Views **64,463**  
Average Visit Duration **00:07:12**

## SOCIAL MEDIA



## FACEBOOK

**101,305**  
LIKES



## TWITTER

**1,261**  
FOLLOWERS



## INSTAGRAM

**5,074**  
FOLLOWERS

SOURCE: Effective Measure December Facebook / Twitter / Instagram