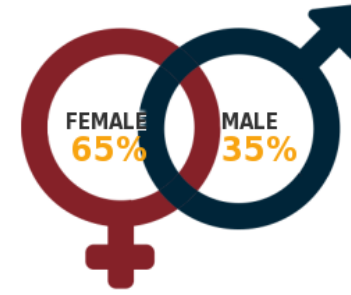
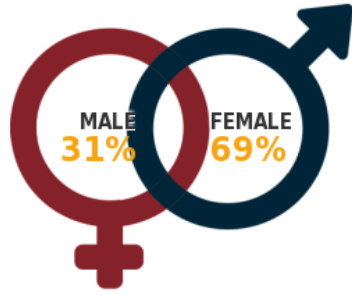


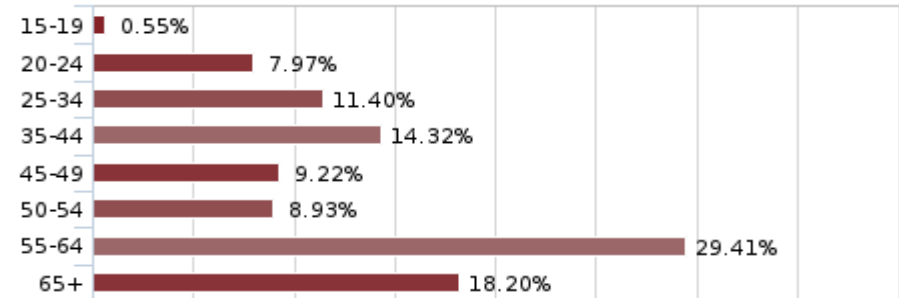
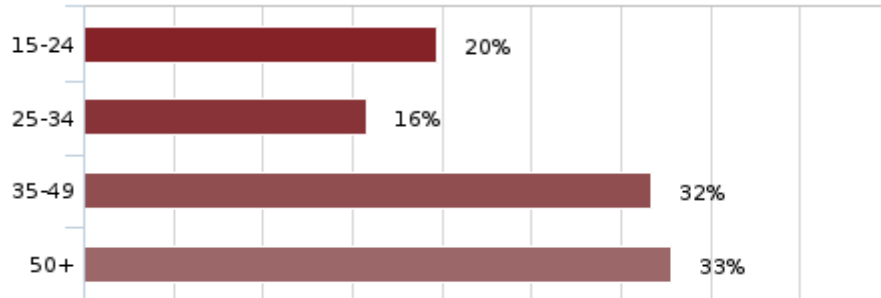
934,000
PRINT REACH

14,231
DIGITAL REACH (COMBINED UB'S)

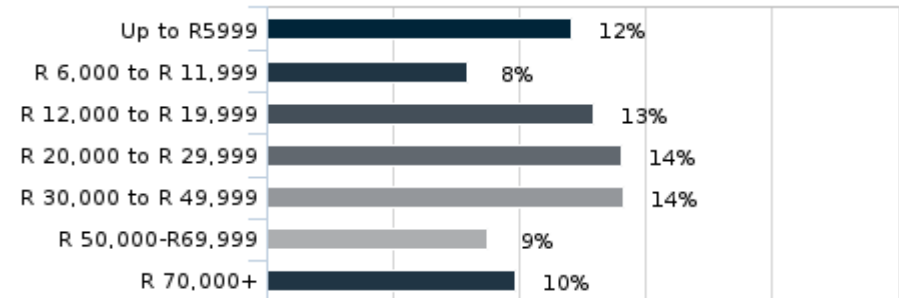
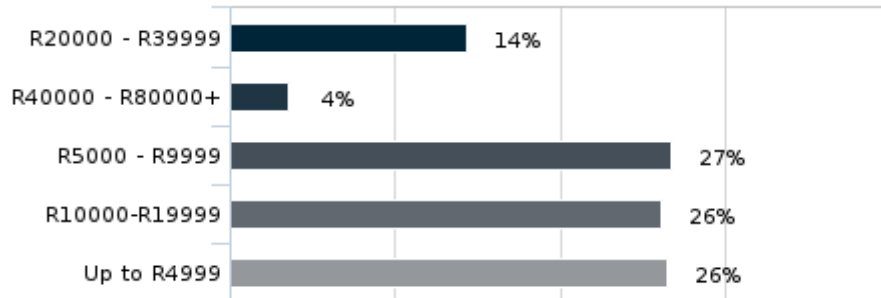
GENDER



AGE



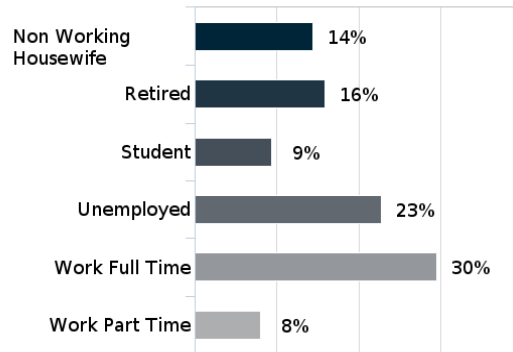
HH INCOME



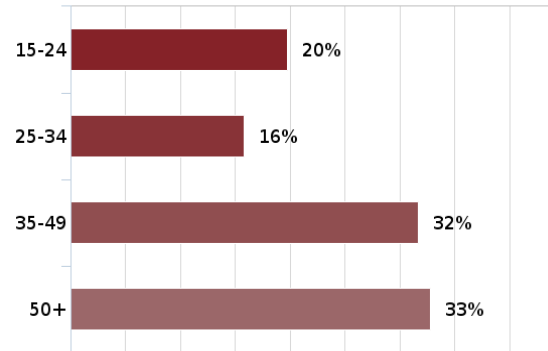
SOURCE: PAMS 2017 / Effective Measure July / ABC Q1 / Facebook July / Twitter July / Instagram July

Readership: **934,000**
Circulation: **88,523**

EMPLOYMENT

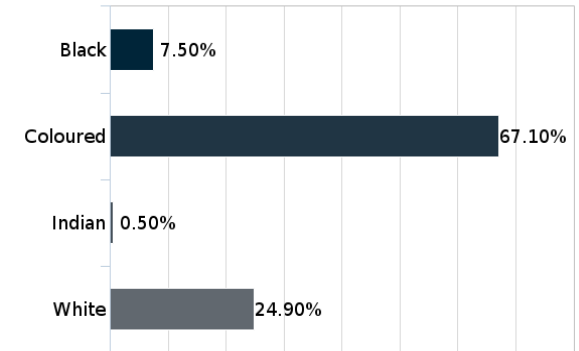


AGE

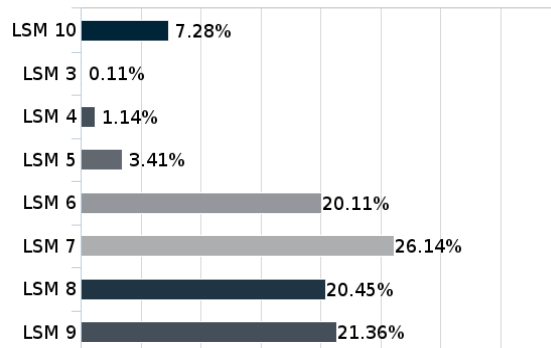


Average: 42

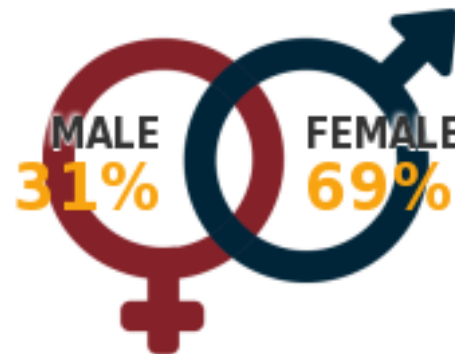
RACE



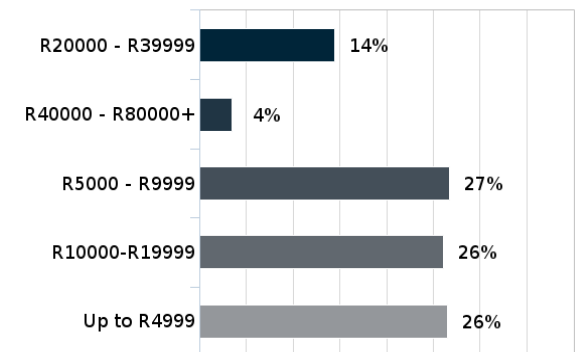
LSM



GENDER



HH INCOME



Average: R 6,224

SOURCE: PAMS 2017



ALL DEVICES

Unique Browsers **14,231**
Page Views **25,258**
Average Visit Duration **00:01:47**



MOBILE

Unique Browsers **8,075**
Page Views **12,496**
Average Visit Duration **00:01:26**



PC

Unique Browsers **6,156**
Page Views **12,762**
Average Visit Duration **00:02:10**

SOCIAL MEDIA



FACEBOOK

111,328
LIKES



TWITTER

1,673
FOLLOWERS



INSTAGRAM

6,036
FOLLOWERS

SOURCE: Facebook July / Twitter July / Instagram July