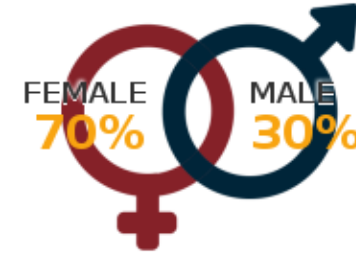
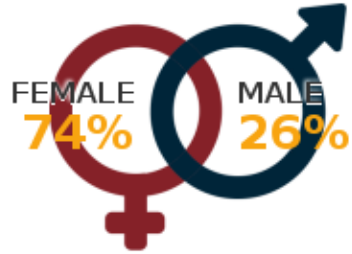


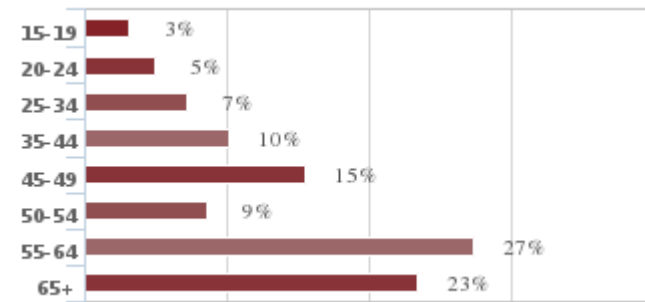
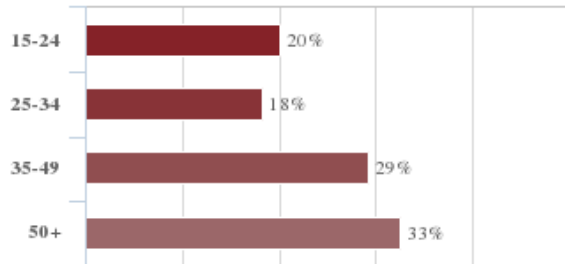
880,000
PRINT REACH

14,963
DIGITAL REACH (COMBINED UB'S)

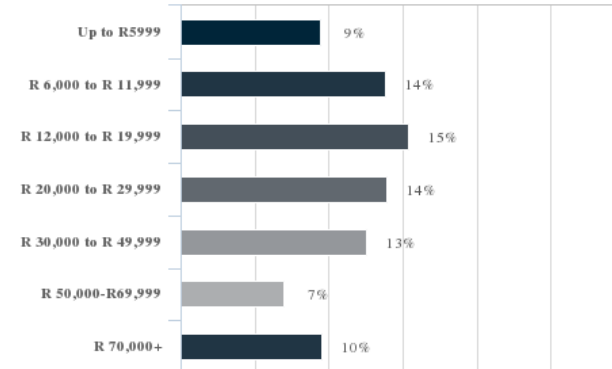
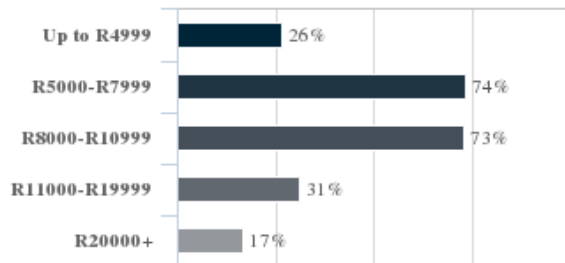
GENDER



AGE



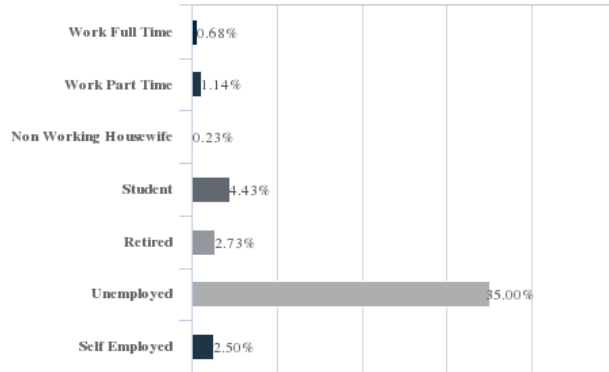
HH INCOME



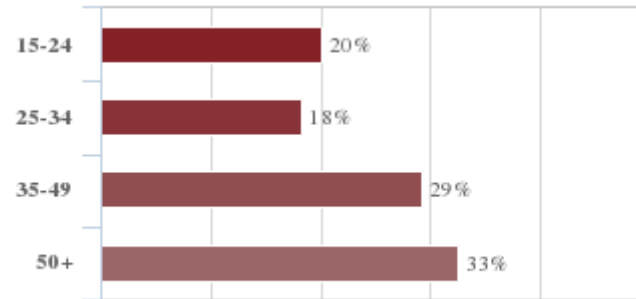
SOURCE: AMPS 2015 AB / Effective Measure March / Facebook / Twitter / Instagram

Readership: **880,000**
Circulation: **94,851**

EMPLOYMENT

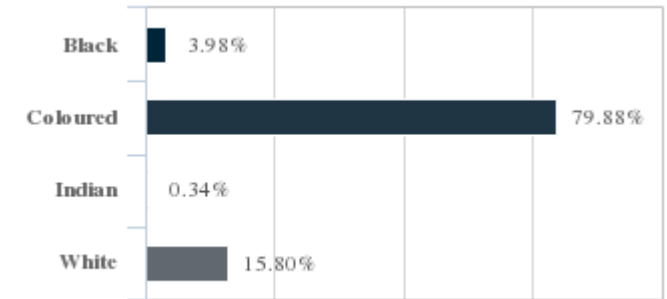


AGE

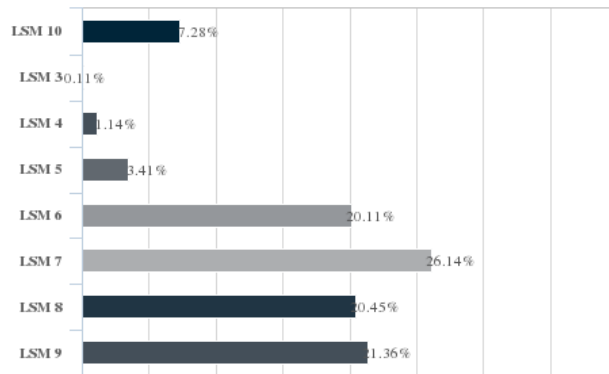


Average: 42

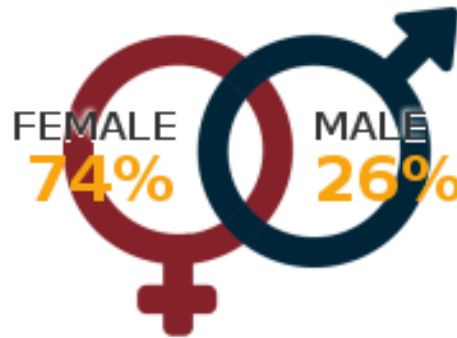
RACE



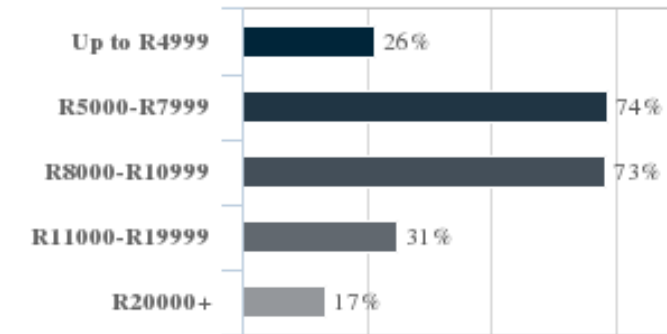
LSM



GENDER



HH INCOME



Average: R 6,224

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **14,963**
Page Views **26,584**
Average Visit Duration **00:01:38**



MOBILE

Unique Browsers **8,366**
Page Views **12,987**
Average Visit Duration **00:01:20**



PC

Unique Browsers **6,597**
Page Views **13,597**
Average Visit Duration **00:01:59**

SOCIAL MEDIA



FACEBOOK

107,519
LIKES



TWITTER

1,421
FOLLOWERS



INSTAGRAM

5,230
FOLLOWERS

SOURCE: Effective Measure March Facebook / Twitter / Instagram