

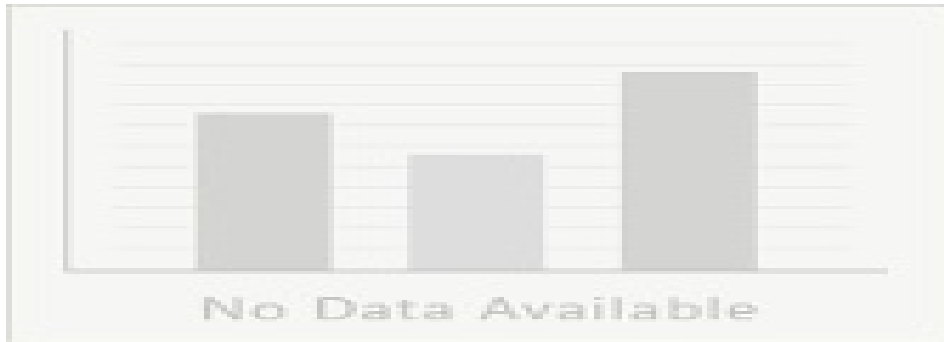
934,000
PRINT REACH

15,949
DIGITAL REACH (COMBINED UB'S)

GENDER



AGE



HH INCOME



SOURCE: PAMS 2017 / Effective Measure May / Facebook / Twitter / Instagram

Readership: **934,000**
Circulation: **90,769**

EMPLOYMENT



AGE



Average: 42

RACE



LSM



GENDER



HH INCOME



Average: R 6,224



ALL DEVICES

Unique Browsers **15,949**
Page Views **30,371**
Average Visit Duration **00:01:50**



MOBILE

Unique Browsers **8,890**
Page Views **14,385**
Average Visit Duration **00:01:30**



PC

Unique Browsers **7,059**
Page Views **15,986**
Average Visit Duration **00:02:11**

SOCIAL MEDIA



FACEBOOK

109,965
LIKES



TWITTER

1,530
FOLLOWERS



INSTAGRAM

5,345
FOLLOWERS

SOURCE: Effective Measure May Facebook / Twitter / Instagram