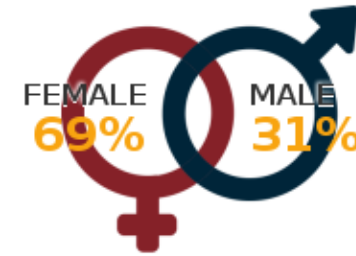
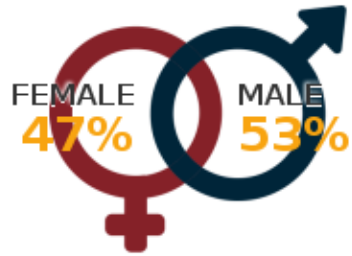


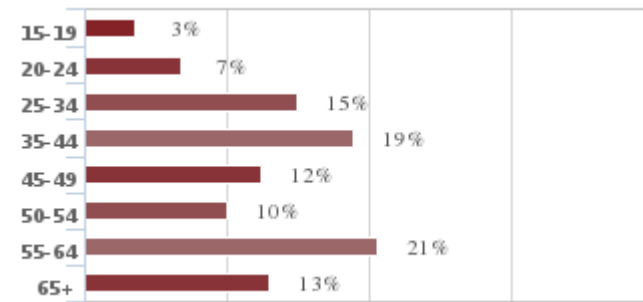
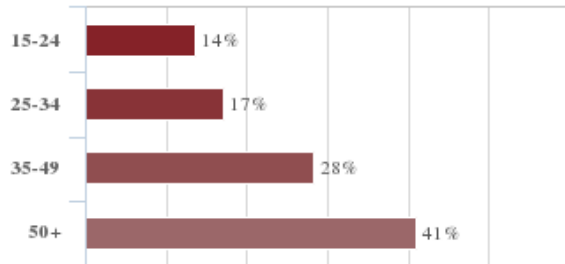
339,000  
PRINT REACH

1,793,262  
DIGITAL REACH (COMBINED UB'S)

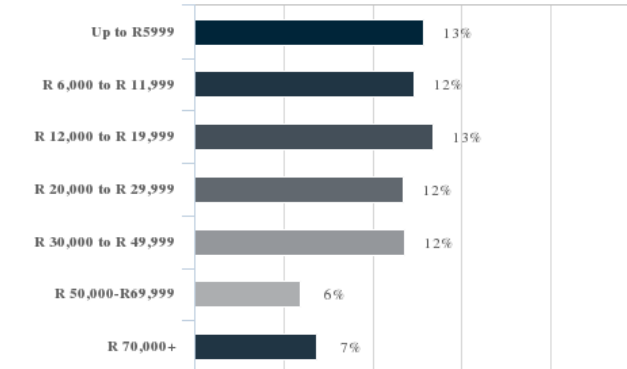
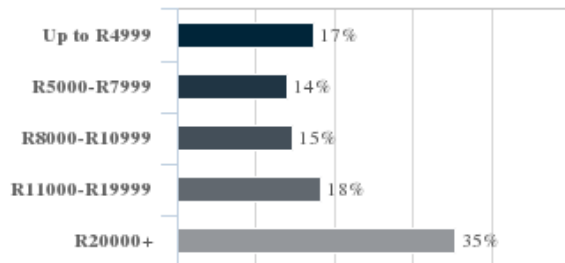
GENDER



AGE



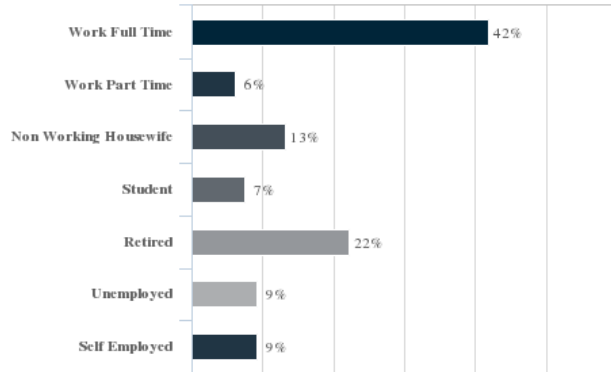
HH INCOME



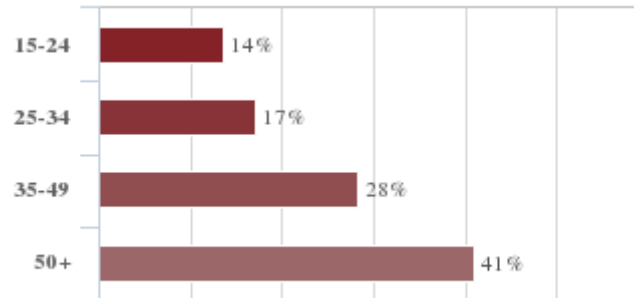
SOURCE: AMPS 2015 AB / Effective Measure October / ABC / Facebook / Twitter / Instagram

Readership: **339,000**  
Circulation: **48,491**

### EMPLOYMENT

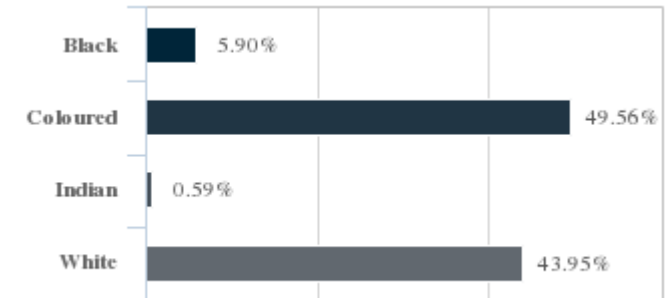


### AGE

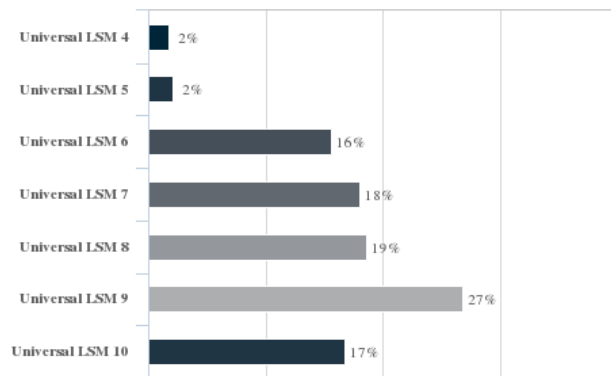


Average: 51

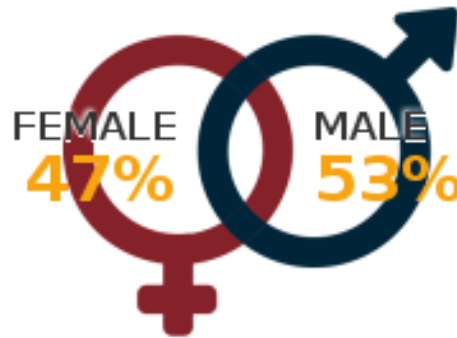
### RACE



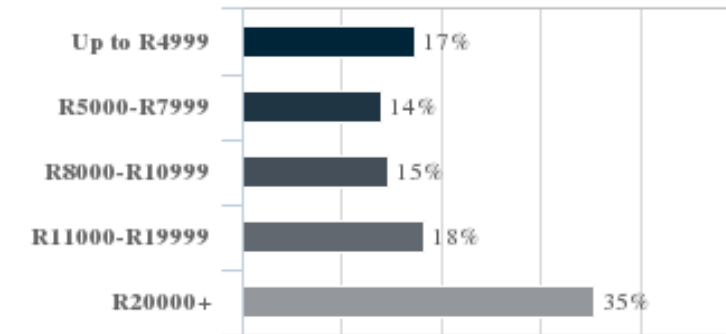
### LSM



### GENDER



### HH INCOME



Average: R 8,707

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **1,793,262**  
Page Views **23,794,552**  
Average Visit Duration **00:05:39**



MOBILE

Unique Browsers **1,411,790**  
Page Views **17,409,526**  
Average Visit Duration **00:05:09**



PC

Unique Browsers **381,472**  
Page Views **6,385,026**  
Average Visit Duration **00:05:52**

SOCIAL MEDIA



FACEBOOK

**755,248**  
LIKES



TWITTER

**761,595**  
FOLLOWERS



INSTAGRAM

**7,702**  
FOLLOWERS

SOURCE: Effective Measure October / Facebook / Twitter / Instagram