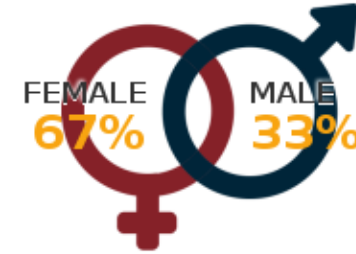
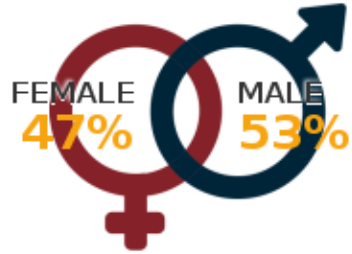


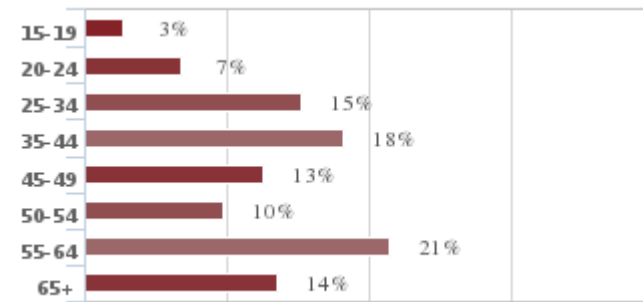
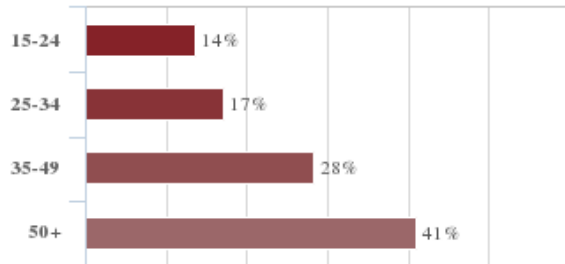
339,000
PRINT REACH

1,254,289
DIGITAL REACH (COMBINED UB'S)

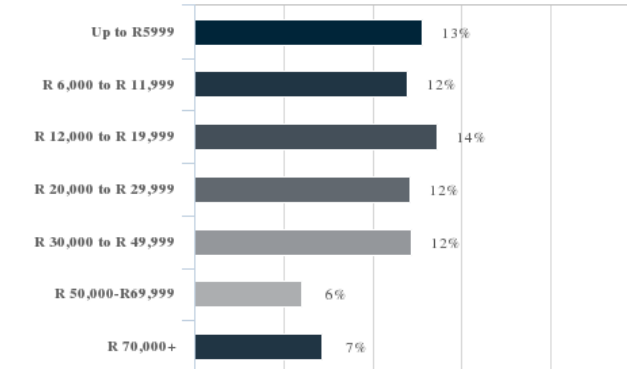
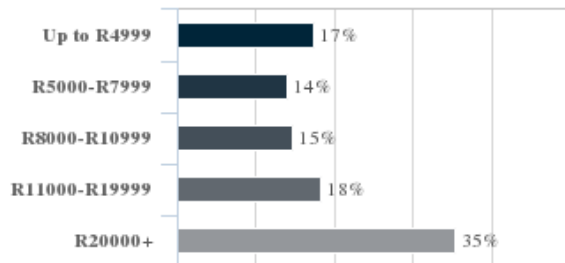
GENDER



AGE



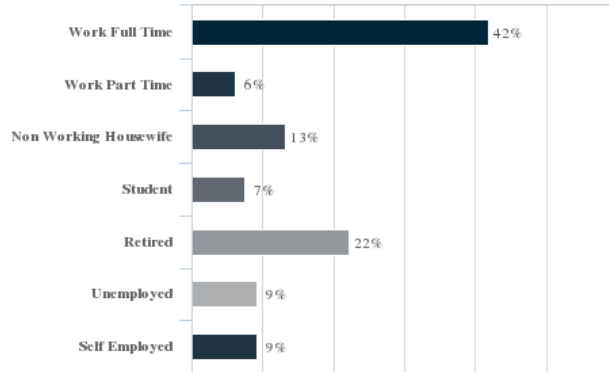
HH INCOME



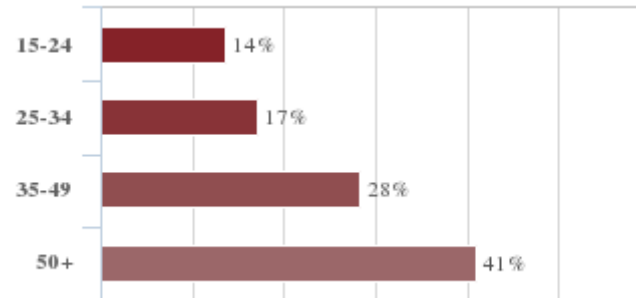
SOURCE: AMPS 2015 AB / Effective Measure December / ABC / Facebook / Twitter / Instagram

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

EMPLOYMENT

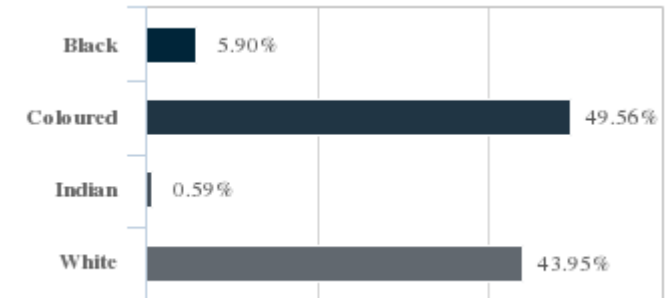


AGE

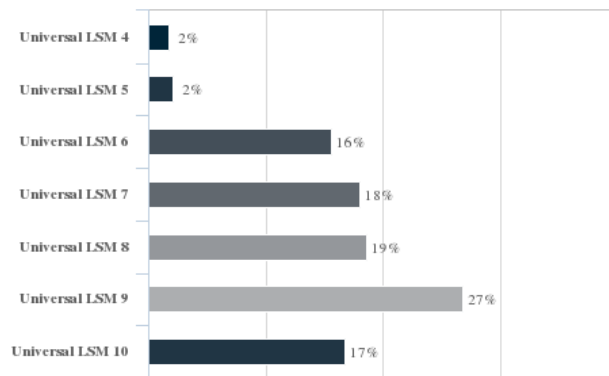


Average: 51

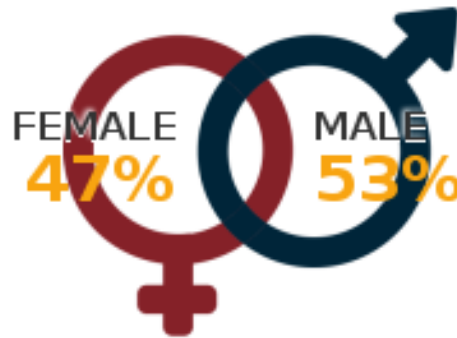
RACE



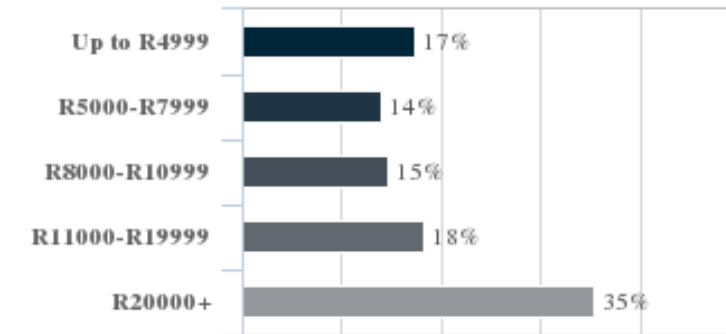
LSM



GENDER



HH INCOME



Average: R 8,707

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **1,254,289**
Page Views **20,343,012**
Average Visit Duration **00:05:40**



MOBILE

Unique Browsers **1,018,018**
Page Views **16,123,470**
Average Visit Duration **00:05:07**



PC

Unique Browsers **236,271**
Page Views **4,219,541**
Average Visit Duration **00:06:12**

SOCIAL MEDIA



FACEBOOK

765,511
LIKES



TWITTER

780,904
FOLLOWERS



INSTAGRAM

8,174
FOLLOWERS

SOURCE: Effective Measure December / Facebook / Twitter / Instagram