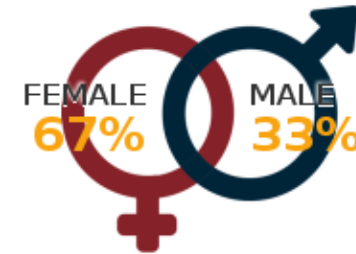
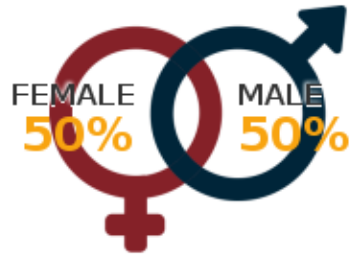


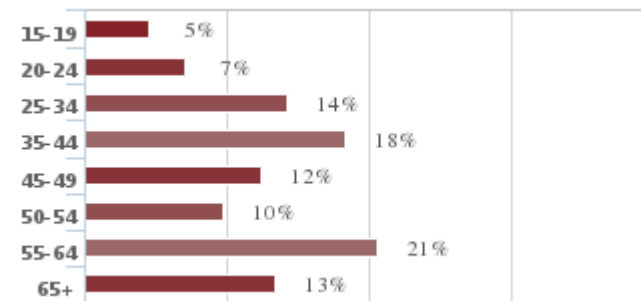
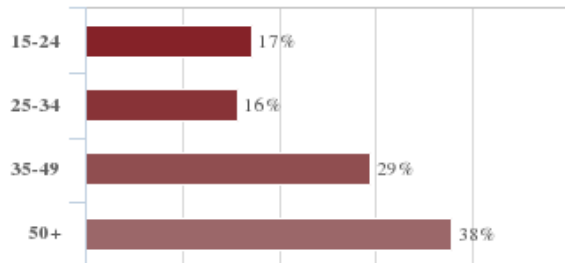
938,000
PRINT REACH

1,379,440
DIGITAL REACH (COMBINED UB'S)

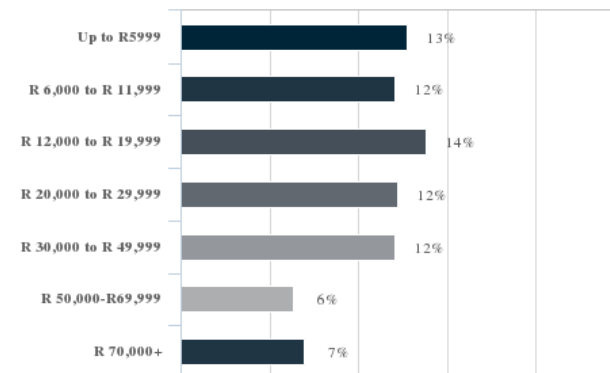
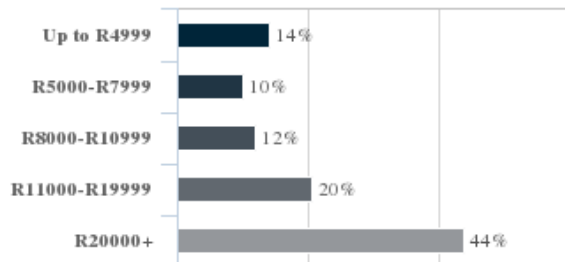
GENDER



AGE



HH INCOME



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

Readership: **938,000**
Circulation: **112,949**

Language

Afrikaans

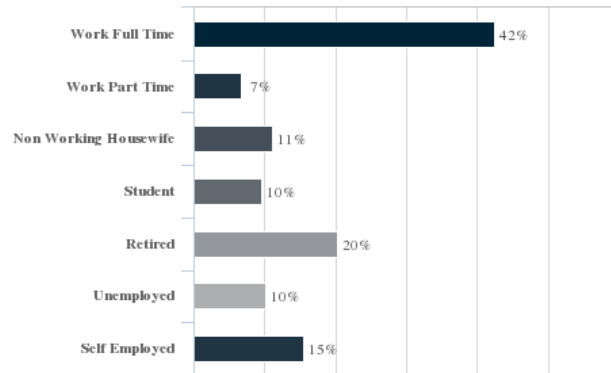
Publication day

Sun

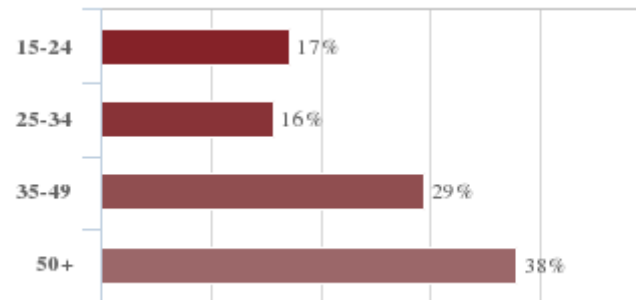
Province

North-West / Gauteng
Limpopo / Mpumalanga
KwaZulu Natal / The Eastern Cape
The Free State / The Northern Cape
The Western Cape

EMPLOYMENT

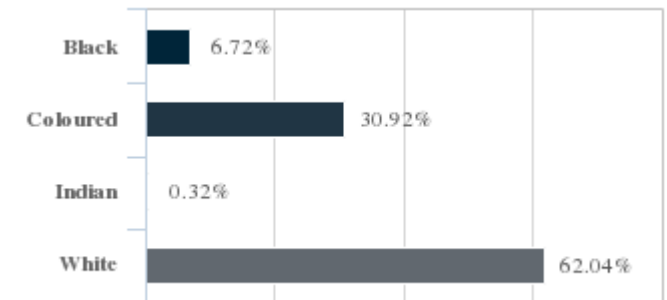


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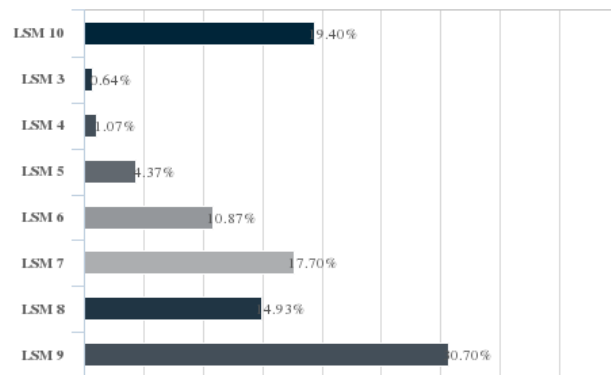


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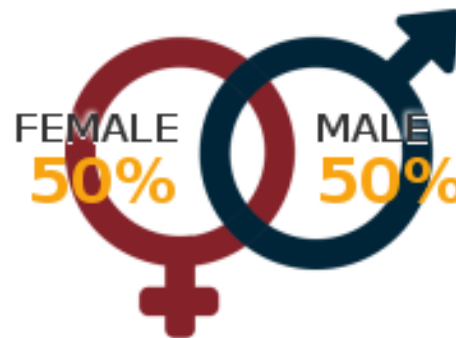
RACE



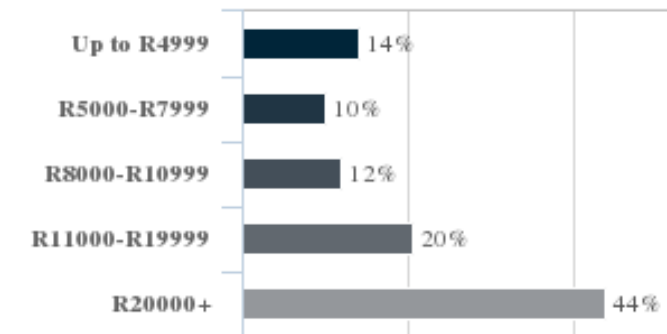
LSM



GENDER



HH INCOME



Average: R 11,132

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **1,379,440**
Page Views **22,213,988**
Average Visit Duration **00:05:46**



MOBILE

Unique Browsers **1,077,554**
Page Views **16,998,112**
Average Visit Duration **00:05:06**



PC

Unique Browsers **331,237**
Page Views **5,610,690**
Average Visit Duration **00:06:17**

SOCIAL MEDIA



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LIKES



TWITTER

819,720
FOLLOWERS



INSTAGRAM

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FOLLOWERS

SOURCE: Effective Measure March / Facebook / Twitter / Instagram