

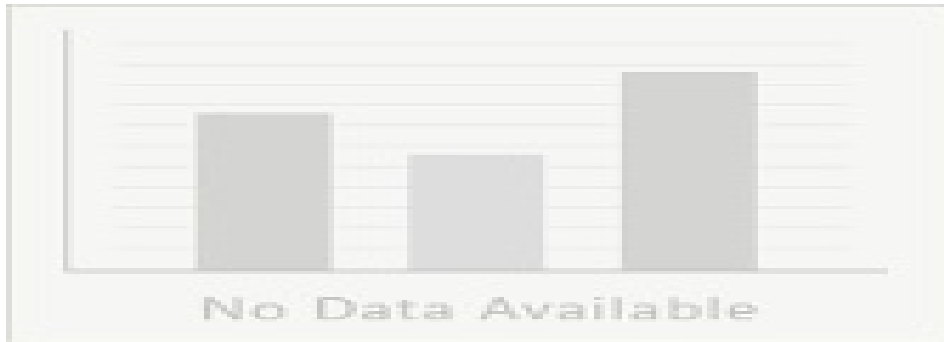
915,000
PRINT REACH

1,479,886
DIGITAL REACH (COMBINED UB'S)

GENDER



AGE



HH INCOME



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

Readership: **915,000**

Circulation: **113,636**

EMPLOYMENT



AGE



Average: 49

RACE



LSM



GENDER



HH INCOME



Average: R 11,132

SOURCE: PAMS 2017



ALL DEVICES

Unique Browsers **1,479,886**
Page Views **24,075,620**
Average Visit Duration **00:05:58**



MOBILE

Unique Browsers **1,126,229**
Page Views **18,284,574**
Average Visit Duration **00:05:14**



PC

Unique Browsers **353,657**
Page Views **5,791,046**
Average Visit Duration **00:06:25**

SOCIAL MEDIA



FACEBOOK

792,789
LIKES



TWITTER

838,924
FOLLOWERS



INSTAGRAM

9,199
FOLLOWERS

SOURCE: Effective Measure May / Facebook / Twitter / Instagram