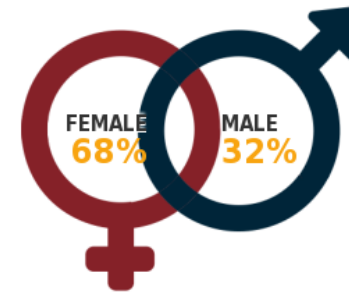
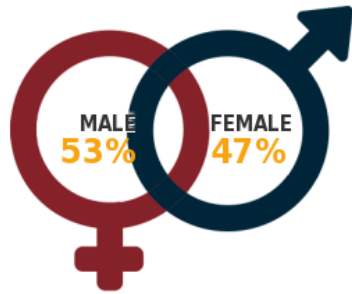


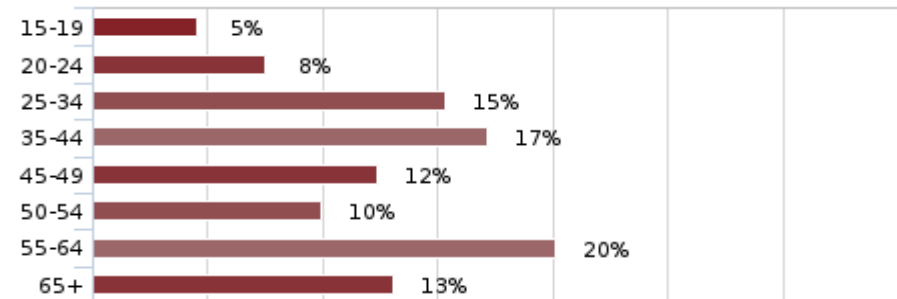
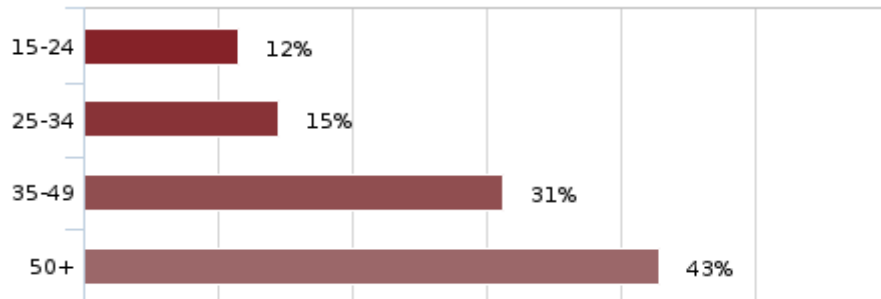
915,000
PRINT REACH

1,144,850
DIGITAL REACH (COMBINED UB'S)

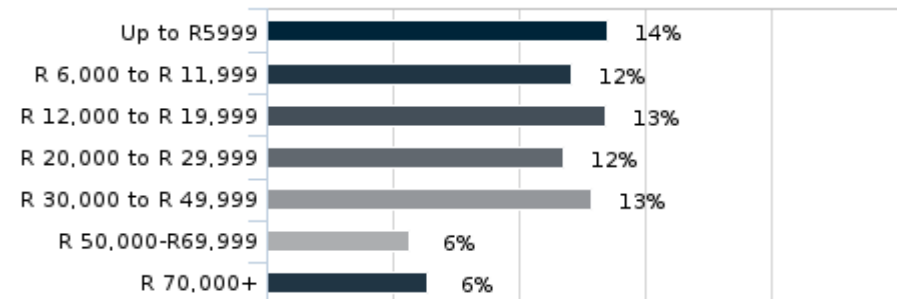
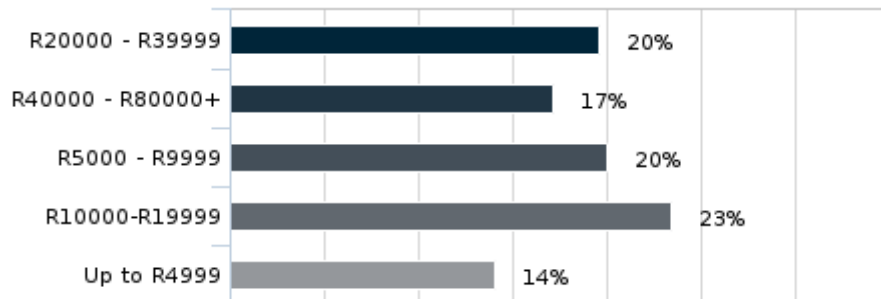
GENDER



AGE



HH INCOME



SOURCE: PAMS 2017 / Effective Measure July / ABC Q1 / Facebook July / Twitter July / Instagram July

Readership: **915,000**
Circulation: **112,332**

Language

Afrikaans

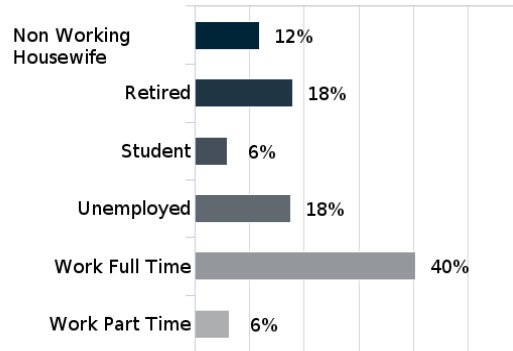
Publication day

Sun

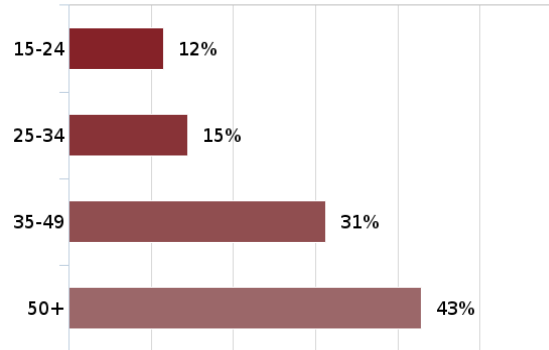
Province

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

EMPLOYMENT

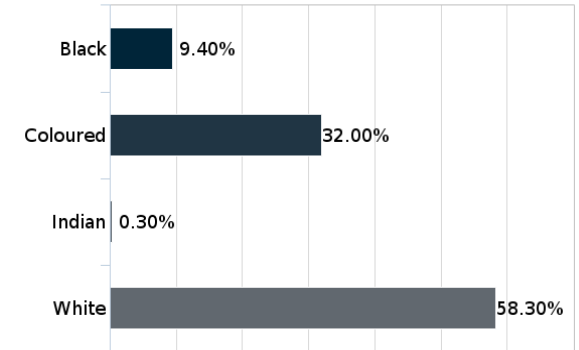


AGE

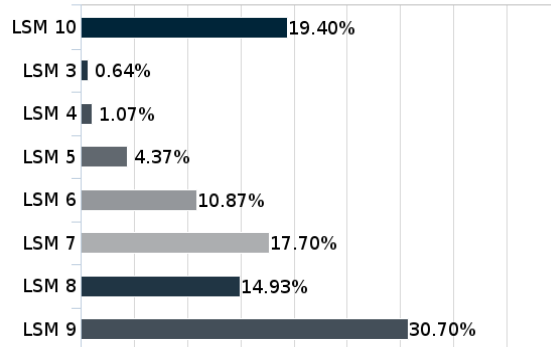


Average: 49

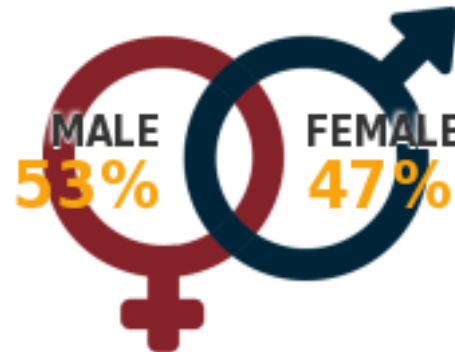
RACE



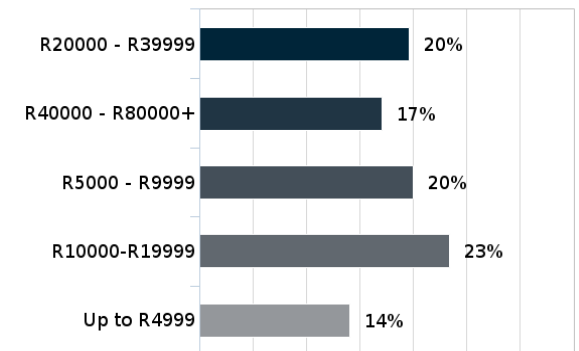
LSM



GENDER



HH INCOME



Average: R 11,132

SOURCE: PAMS 2017



ALL DEVICES

Unique Browsers **1,144,850**
Page Views **22,298,584**
Average Visit Duration **00:05:55**



MOBILE

Unique Browsers **867,918**
Page Views **17,316,812**
Average Visit Duration **00:05:11**



PC

Unique Browsers **276,932**
Page Views **4,981,774**
Average Visit Duration **00:06:12**

SOCIAL MEDIA



FACEBOOK

797,514
LIKES



TWITTER

830,453
FOLLOWERS



INSTAGRAM

9,503
FOLLOWERS

SOURCE: Facebook July / Twitter July / Instagram July