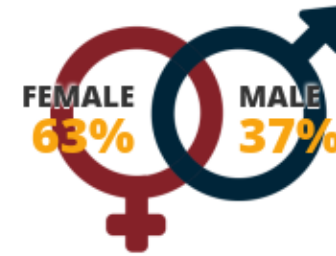
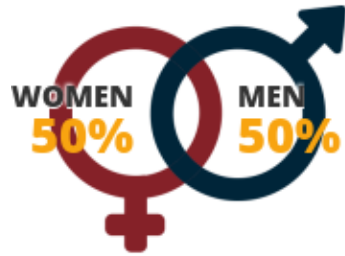


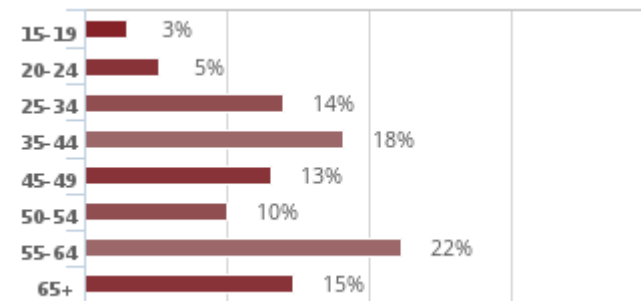
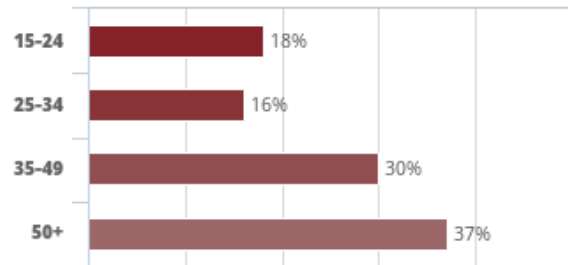
948,000  
PRINT REACH

1,178,656  
DIGITAL REACH (COMBINED UB'S)

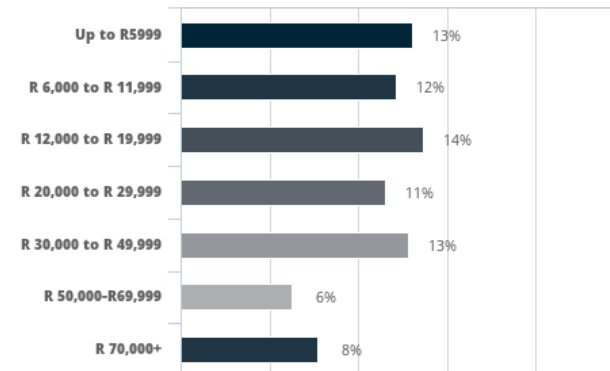
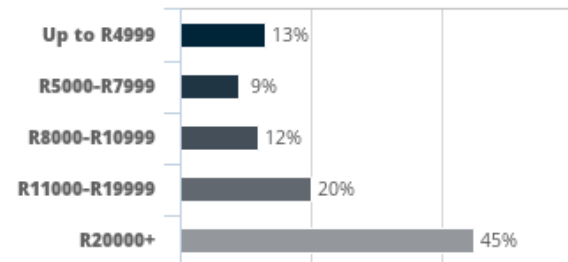
GENDER



AGE



HH INCOME



SOURCE: AMPS 2015 AB / Effective Measure May/ Facebook / Twitter / Instagram

Readership: **948,000**  
 Circulation: **124,854**

Language

Afrikaans

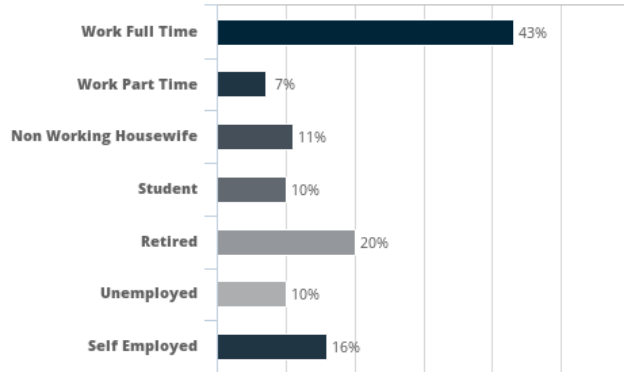
Publication day

Sunday

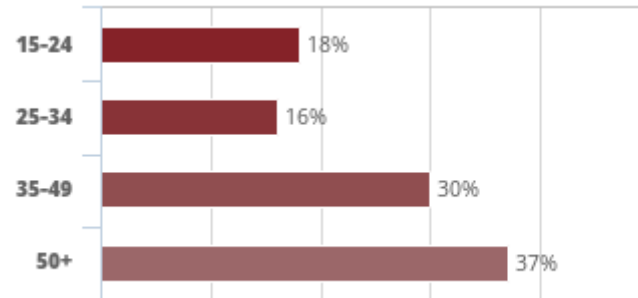
Province

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

## EMPLOYMENT

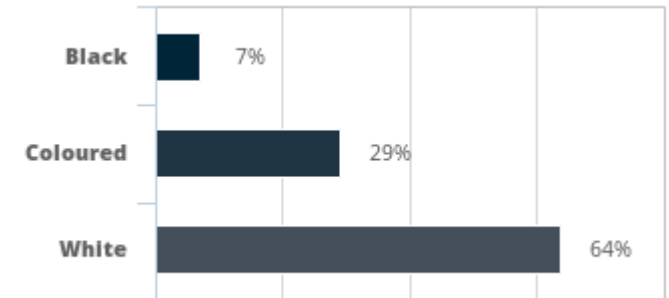


## AGE

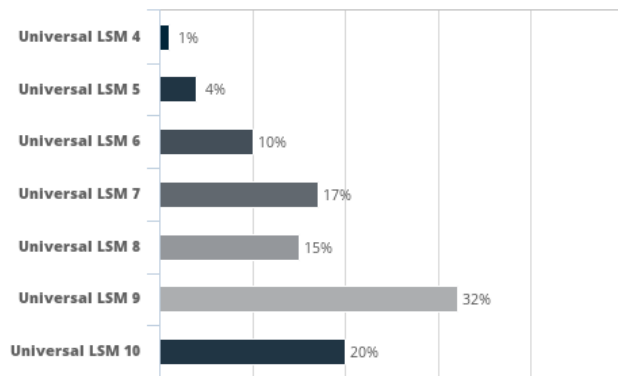


Average: 44

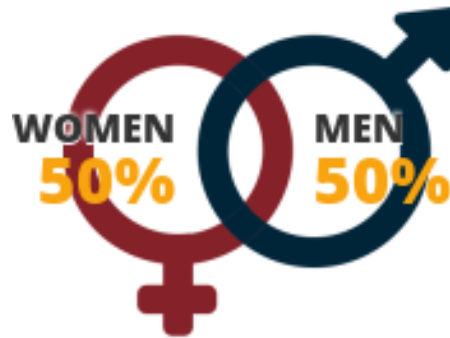
## RACE



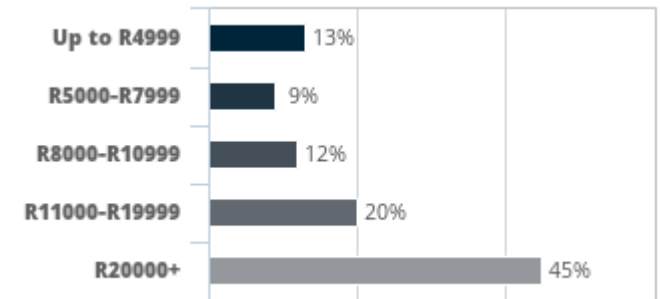
## LSM



## GENDER



## HH INCOME



Average: R 11,370

SOURCE: AMPS 2015 AB



**ALL DEVICES**

Unique Browsers **1,178,656**  
Page Views **16,498,217**  
Average Visit Duration **00:05:18**



**MOBILE**

Unique Browsers **960,697**  
Page Views **8,788,334**  
Average Visit Duration **00:03:07**



**PC**

Unique Browsers **275,182**  
Page Views **4,186,972**  
Average Visit Duration **00:05:23**

**SOCIAL MEDIA**



**FACEBOOK**

**716,393**  
LIKES



**TWITTER**

**706,754**  
FOLLOWERS



**INSTAGRAM**

**6,597**  
FOLLOWERS

SOURCE: Effective Measure May / Facebook / Twitter / Instagram