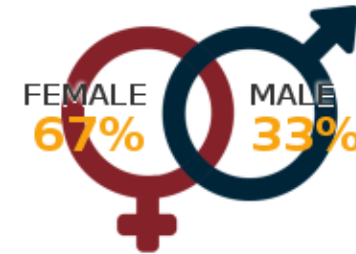
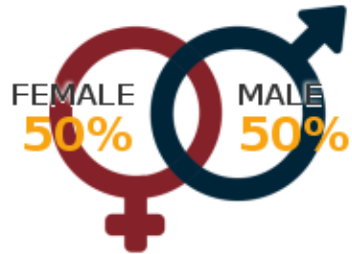


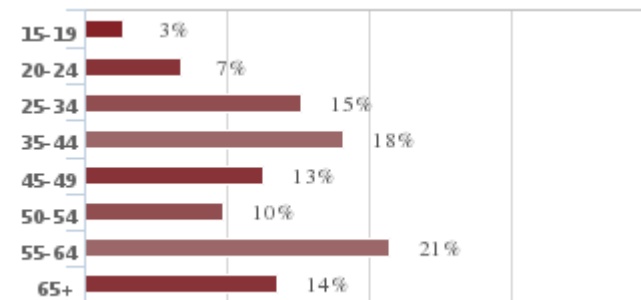
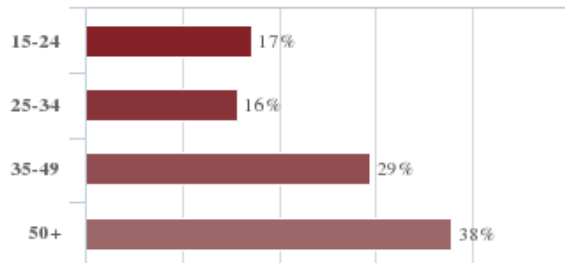
938,000
PRINT REACH

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

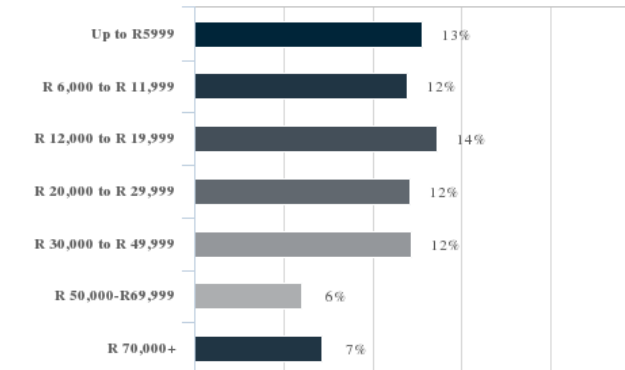
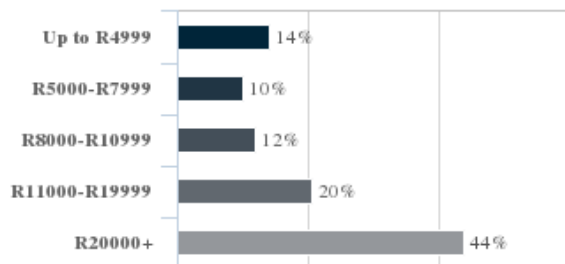
GENDER



AGE



HH INCOME



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

Readership: **938,000**
 Circulation: **115,878**

Language

Afrikaans

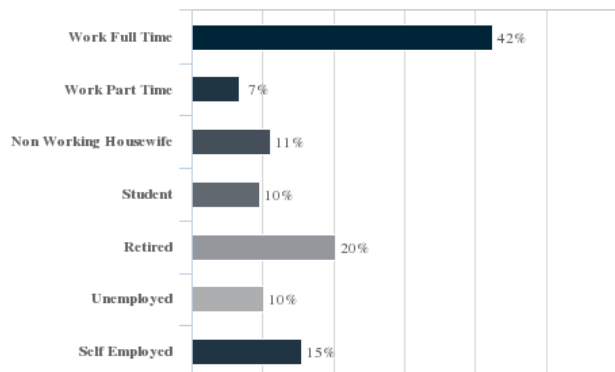
Publication day

Sun

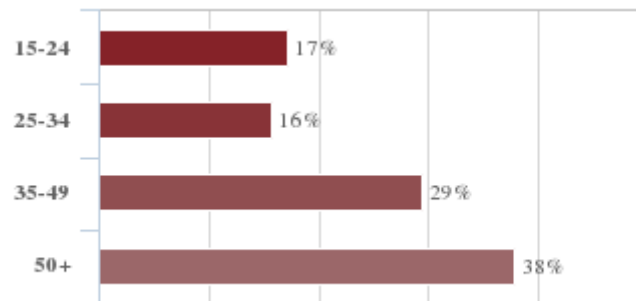
Province

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

EMPLOYMENT

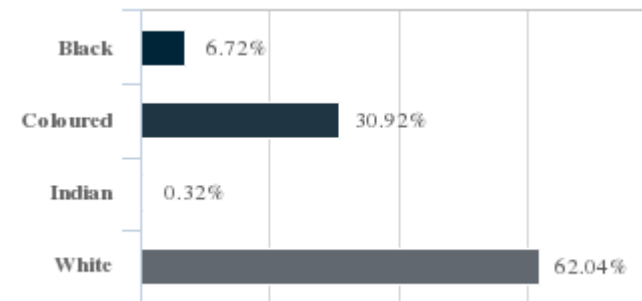


AGE

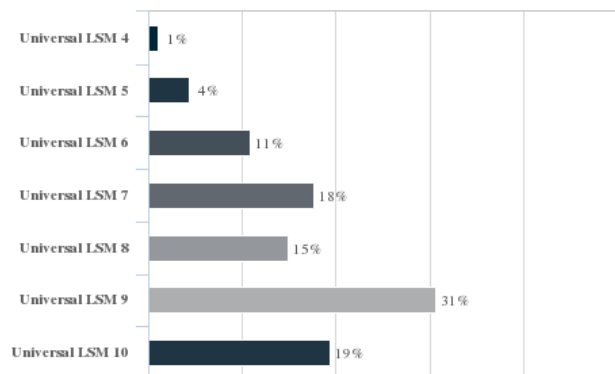


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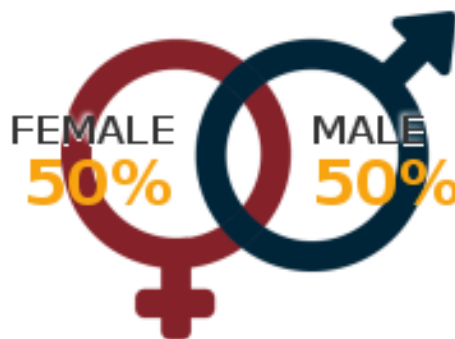
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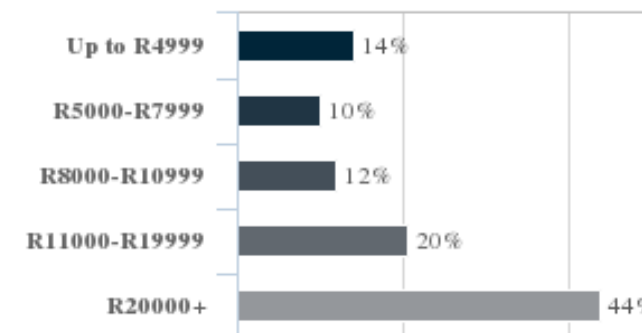
LSM



GENDER



HH INCOME



Average: R 11,132

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