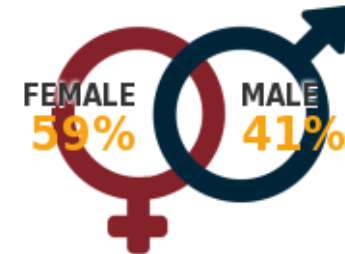
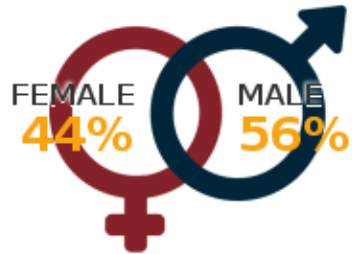


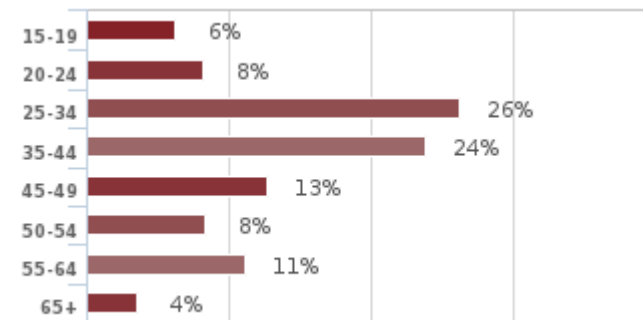
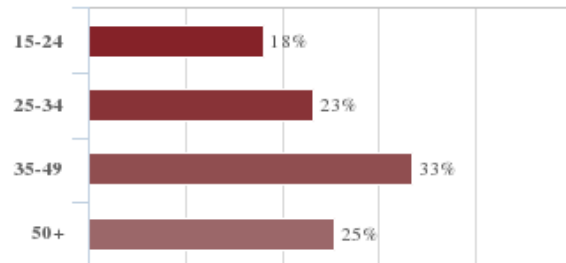
940,000
PRINT REACH

211,574
DIGITAL REACH (COMBINED UB'S)

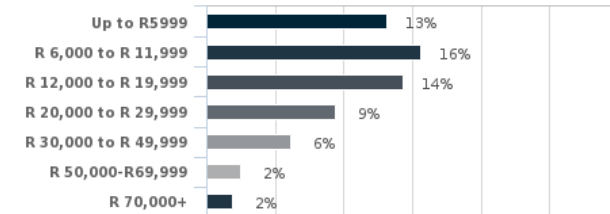
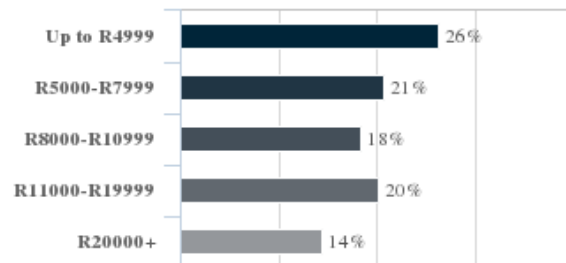
GENDER



AGE



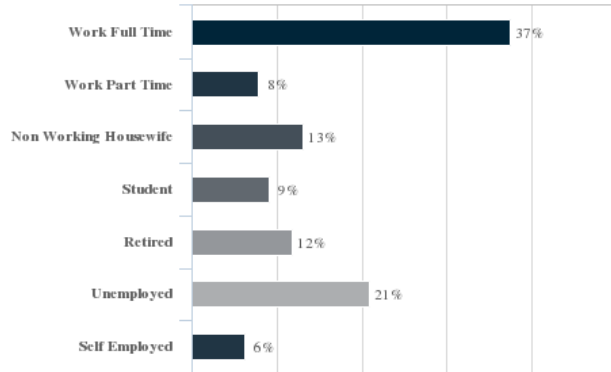
HH INCOME



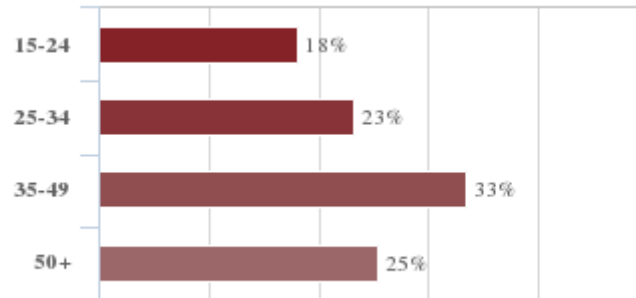
SOURCE: AMPS 2015 AB / Effective Measure April / ABC / Facebook / Twitter / Instagram

Readership: **940,000**
Circulation: **62,842**

EMPLOYMENT

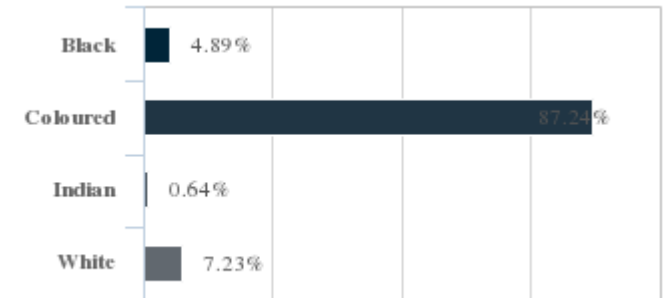


AGE

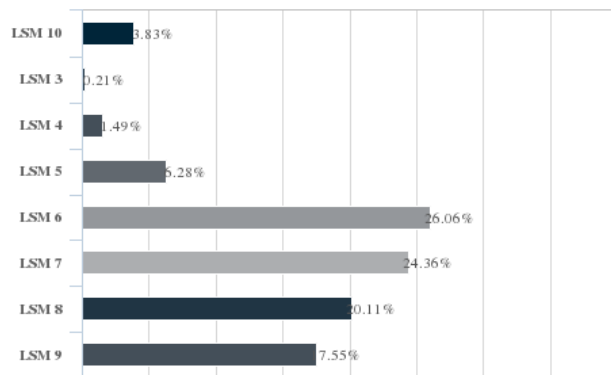


Average: 44

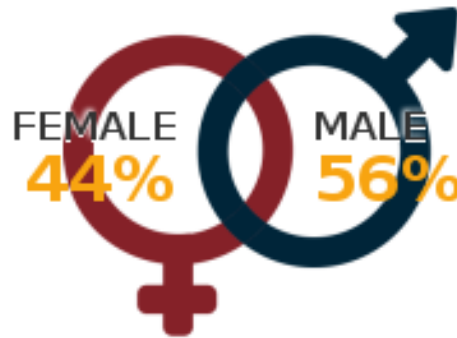
RACE



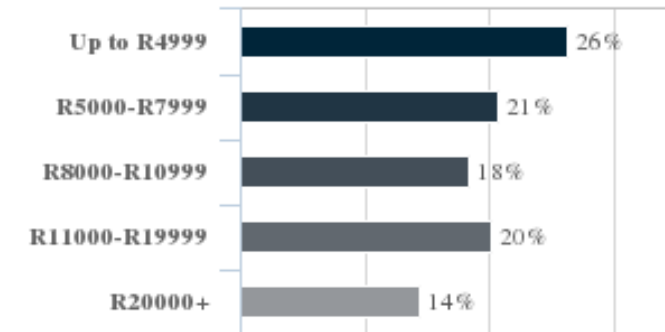
LSM



GENDER



HH INCOME



Average: R 5,224

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **211,574**
 Page Views **3,000,691**
 Average Visit Duration **00:04:57**



MOBILE

Unique Browsers **168,541**
 Page Views **1,692,293**
 Average Visit Duration **00:03:44**



PC

Unique Browsers **43,033**
 Page Views **1,308,398**
 Average Visit Duration **00:08:26**

SOCIAL MEDIA



FACEBOOK

300,287
 LIKES



TWITTER

11,387
 FOLLOWERS



INSTAGRAM

11,759
 FOLLOWERS

SOURCE: Effective Measure April Facebook / Twitter / Instagram