

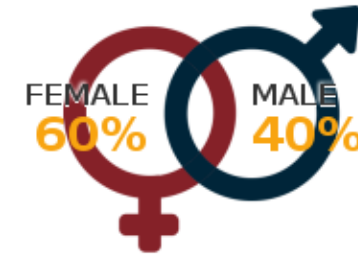
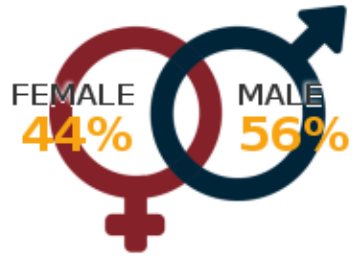
# EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

## 749,279

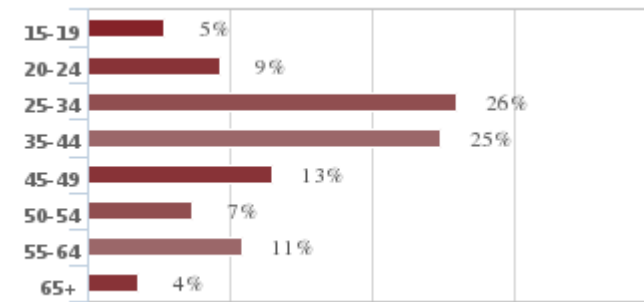
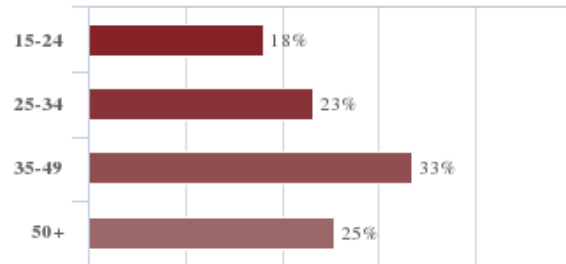
**940,000**  
**PRINT REACH**

**300,271**  
**DIGITAL REACH (COMBINED UB'S)**

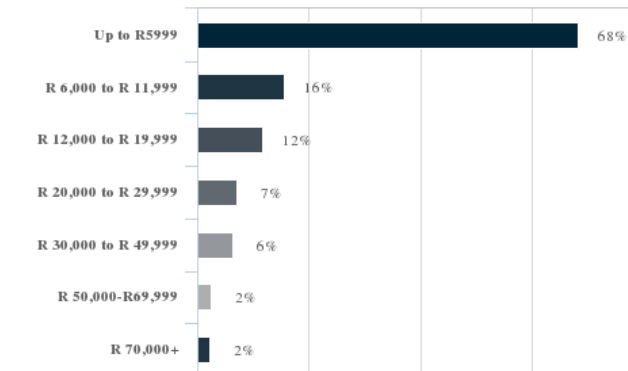
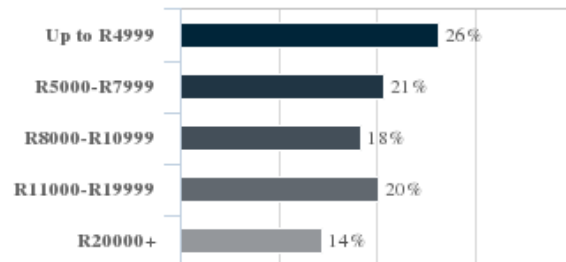
GENDER



AGE



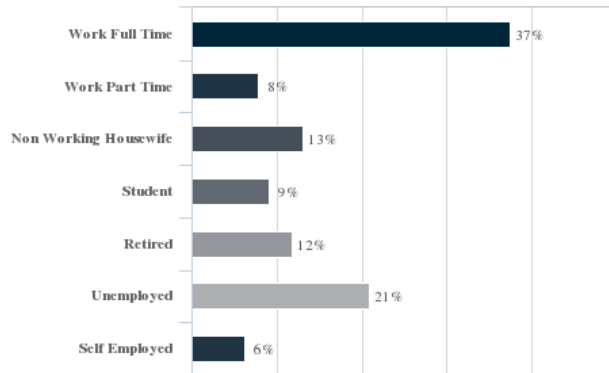
HH INCOME



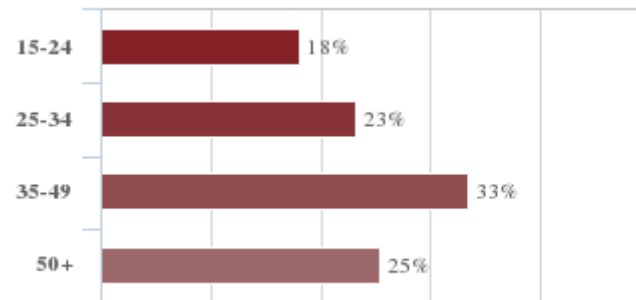
SOURCE: AMPS 2015 AB / Effective Measure September/ Facebook / Twitter / Instagram

Readership: **940,000**  
Circulation: **72,057**

EMPLOYMENT

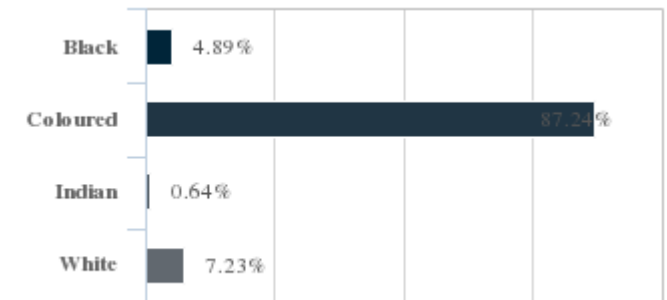


AGE

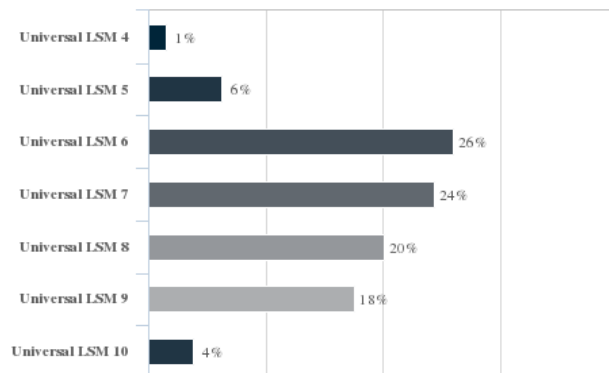


Average: 44

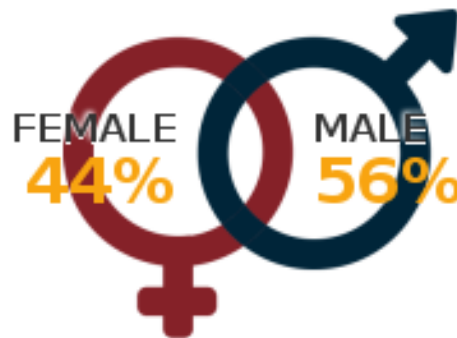
RACE



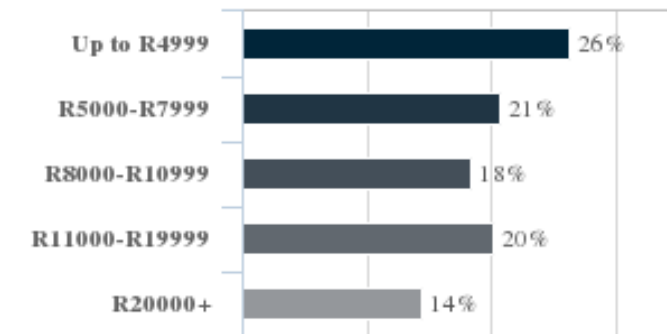
LSM



GENDER



HH INCOME



Average: R 5,224

SOURCE: AMPS 2015 AB



### ALL DEVICES

Unique Browsers **300,271**  
 Page Views **3,208,286**  
 Average Visit Duration **00:04:14**



### MOBILE

Unique Browsers **252,198**  
 Page Views **1,958,764**  
 Average Visit Duration **00:03:16**



### PC

Unique Browsers **48,073**  
 Page Views **1,249,522**  
 Average Visit Duration **00:07:38**

## SOCIAL MEDIA



### FACEBOOK

**288,297**  
 LIKES



### TWITTER

**10,757**  
 FOLLOWERS



### INSTAGRAM

**11,207**  
 FOLLOWERS

SOURCE: Effective Measure September / Facebook / Twitter / Instagram