

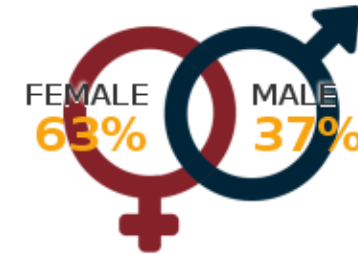
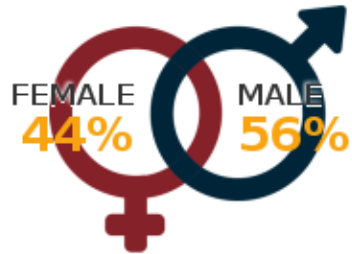
# EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

## 720,047

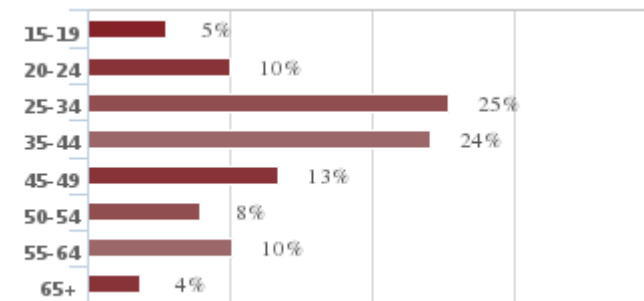
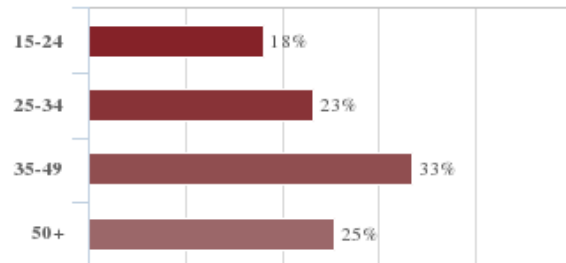
**940,000**  
**PRINT REACH**

**276,824**  
**DIGITAL REACH (COMBINED UB'S)**

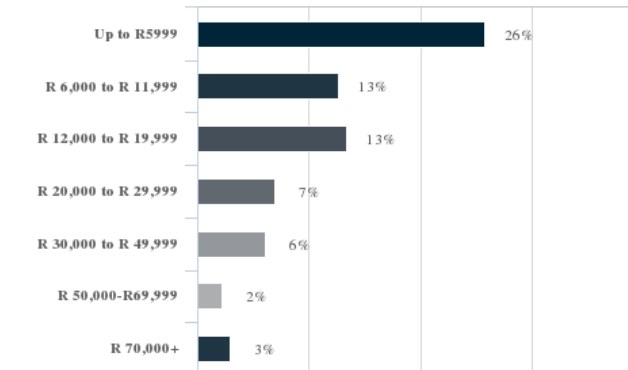
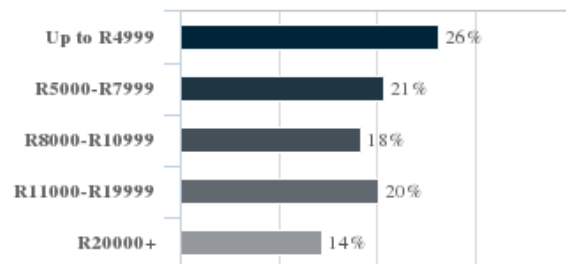
GENDER



AGE



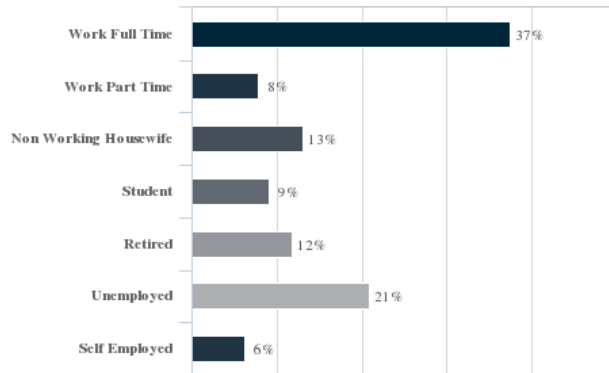
HH INCOME



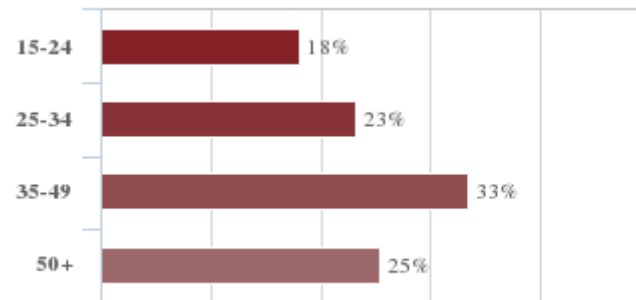
SOURCE: AMPS 2015 AB / Effective Measure December / ABC / Facebook / Twitter / Instagram

Readership: **940,000**  
Circulation: **66,645**

EMPLOYMENT

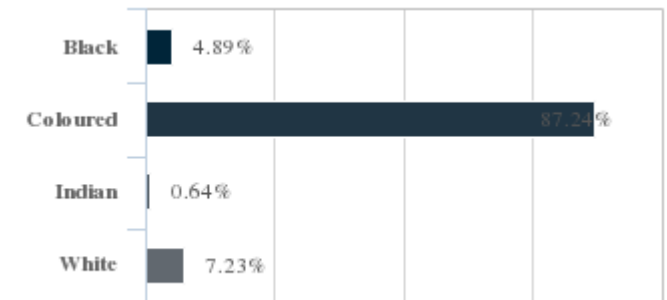


AGE

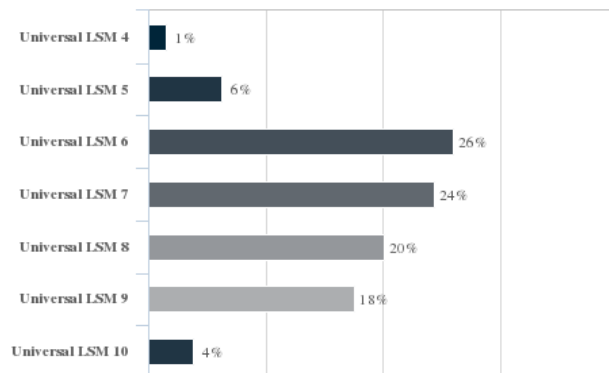


Average: 44

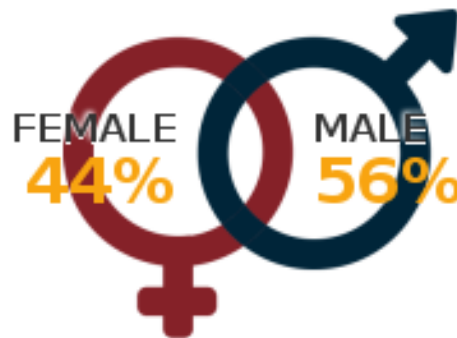
RACE



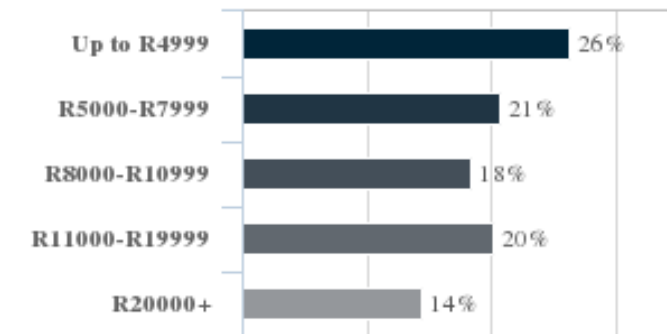
LSM



GENDER



HH INCOME



Average: R 5,224

SOURCE: AMPS 2015 AB



### ALL DEVICES

Unique Browsers **276,824**  
 Page Views **2,866,465**  
 Average Visit Duration **00:03:59**



### MOBILE

Unique Browsers **238,790**  
 Page Views **1,834,336**  
 Average Visit Duration **00:03:01**



### PC

Unique Browsers **38,034**  
 Page Views **1,032,129**  
 Average Visit Duration **00:08:16**

## SOCIAL MEDIA



### FACEBOOK

**294,061**  
 LIKES



### TWITTER

**11,013**  
 FOLLOWERS



### INSTAGRAM

**11,512**  
 FOLLOWERS

SOURCE: Effective Measure December Facebook / Twitter / Instagram