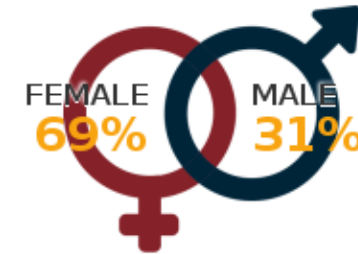
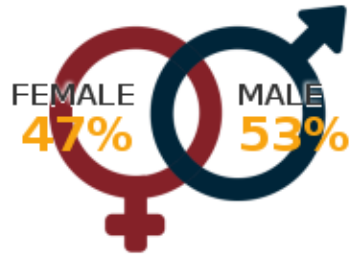


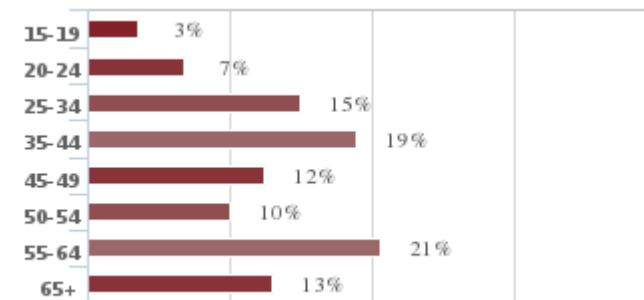
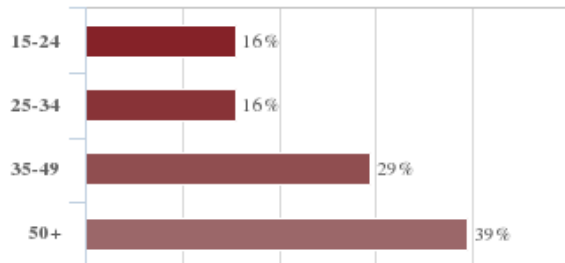
347,000
PRINT REACH

1,793,262
DIGITAL REACH (COMBINED UB'S)

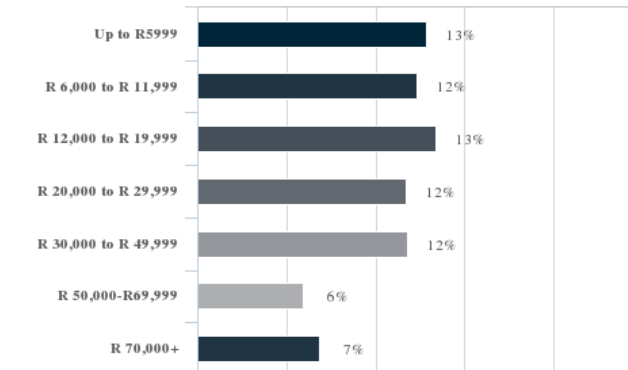
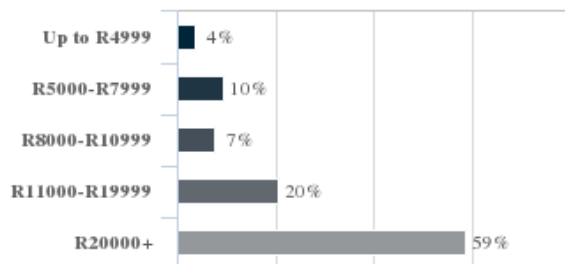
GENDER



AGE



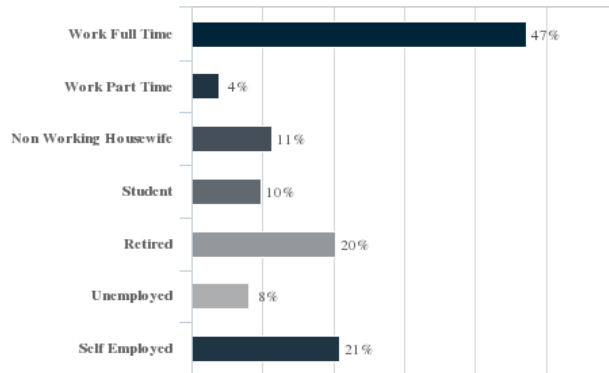
HH INCOME



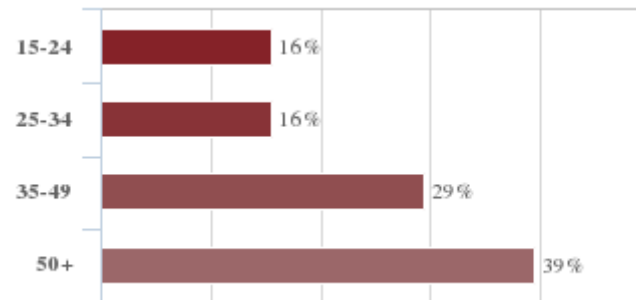
SOURCE: AMPS 2015 AB / Effective Measure October / ABC / Facebook / Twitter / Instagram

Readership: **347,000**
Circulation: **37,460**

EMPLOYMENT

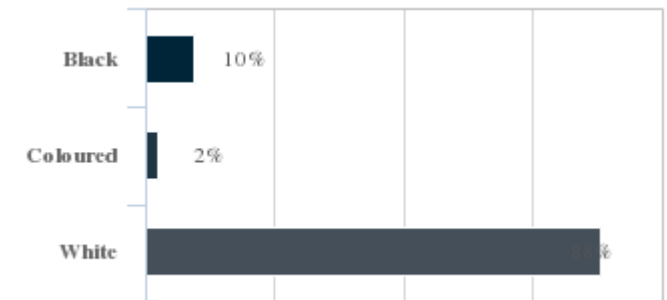


AGE

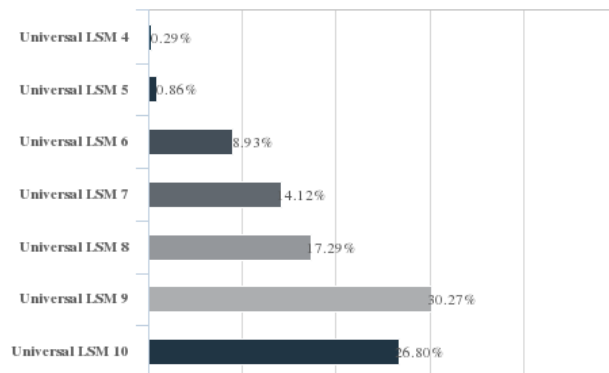


Average: 50

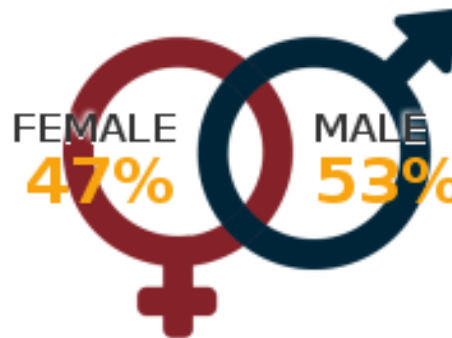
RACE



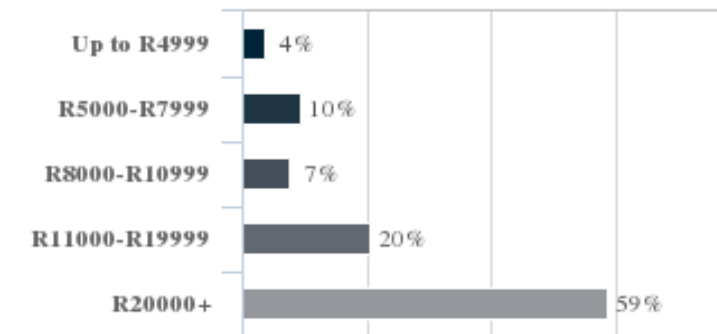
LSM



GENDER



HH INCOME



Average: R 13,461

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **1,793,262**
Page Views **23,794,552**
Average Visit Duration **00:05:39**



MOBILE

Unique Browsers **1,411,790**
Page Views **17,409,526**
Average Visit Duration **00:05:09**



PC

Unique Browsers **381,472**
Page Views **6,385,026**
Average Visit Duration **00:05:52**

SOCIAL MEDIA



FACEBOOK

755,248
LIKES



TWITTER

761,595
FOLLOWERS



INSTAGRAM

7,702
FOLLOWERS

SOURCE: Effective Measure October / Facebook / Twitter / Instagram