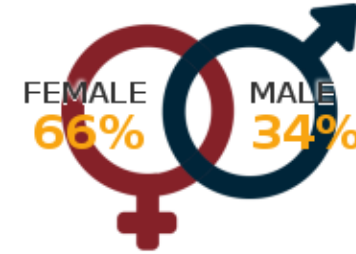
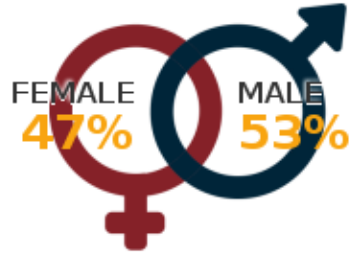


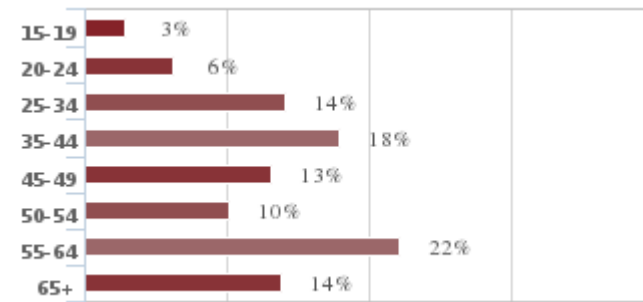
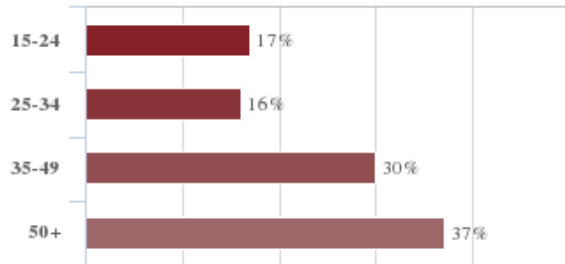
347,000
PRINT REACH

1,145,864
DIGITAL REACH (COMBINED UB'S)

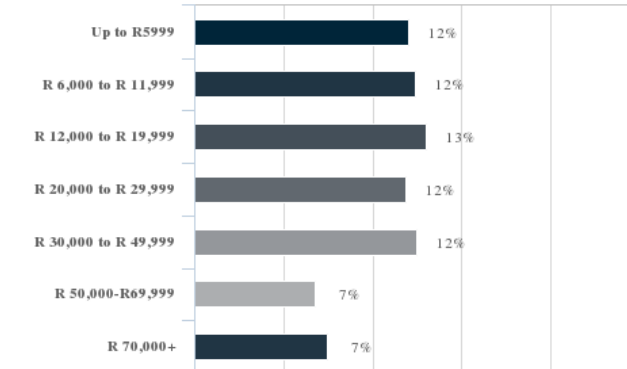
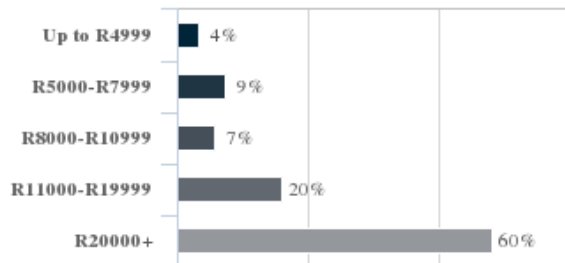
GENDER



AGE



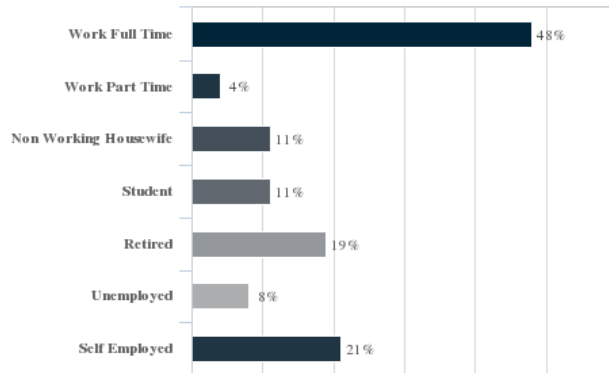
HH INCOME



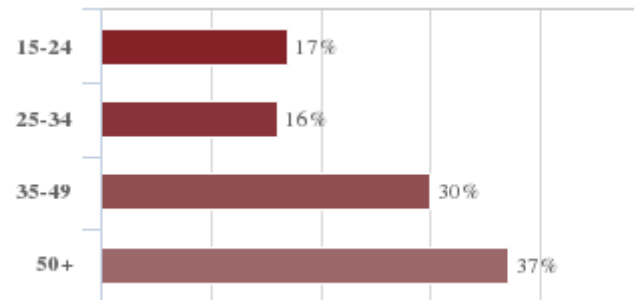
SOURCE: AMPS 2015 AB / Effective Measure August/ Facebook / Twitter / Instagram

Readership: **347,000**
Circulation: **39,696**

EMPLOYMENT

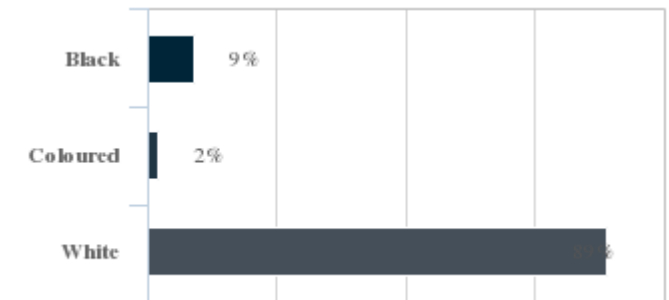


AGE

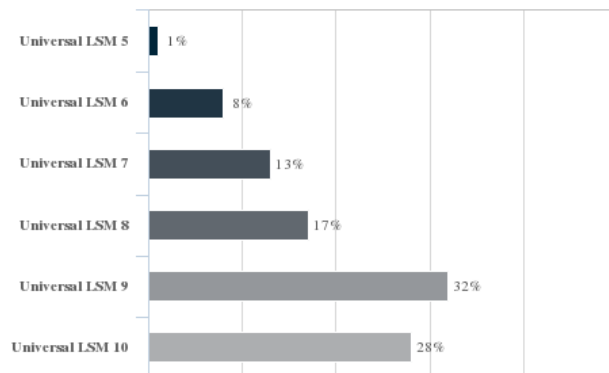


Average: 50

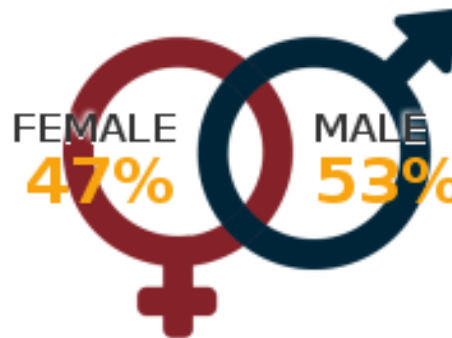
RACE



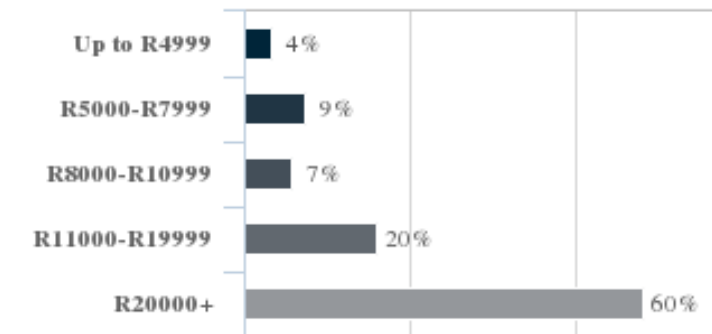
LSM



GENDER



HH INCOME



Average: R 13,461

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **1,145,864**
Page Views **17,274,044**
Average Visit Duration **00:05:32**



MOBILE

Unique Browsers **878,967**
Page Views **13,063,946**
Average Visit Duration **00:04:51**



PC

Unique Browsers **266,897**
Page Views **4,210,099**
Average Visit Duration **00:05:38**

SOCIAL MEDIA



FACEBOOK

740,855
LIKES



TWITTER

742,554
FOLLOWERS



INSTAGRAM

7,214
FOLLOWERS

SOURCE: Effective Measure August / Facebook / Twitter / Instagram