

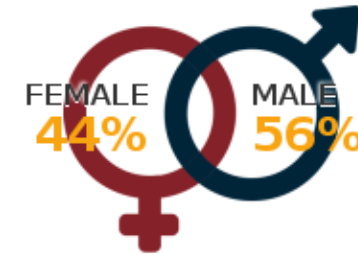
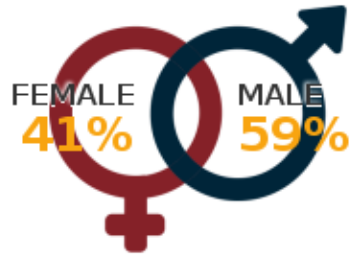
EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

1,723,412

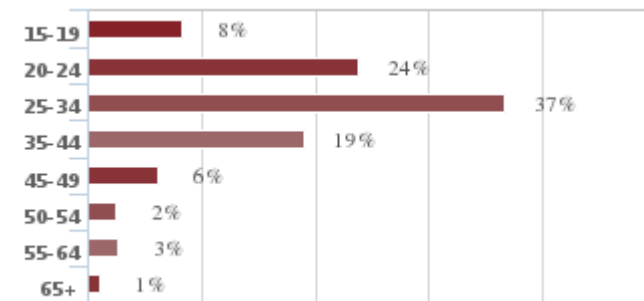
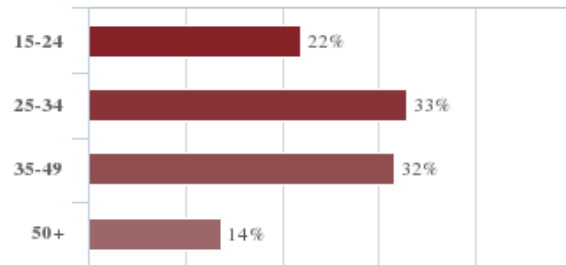
2,538,000
PRINT REACH

205,591
DIGITAL REACH (COMBINED UB'S)

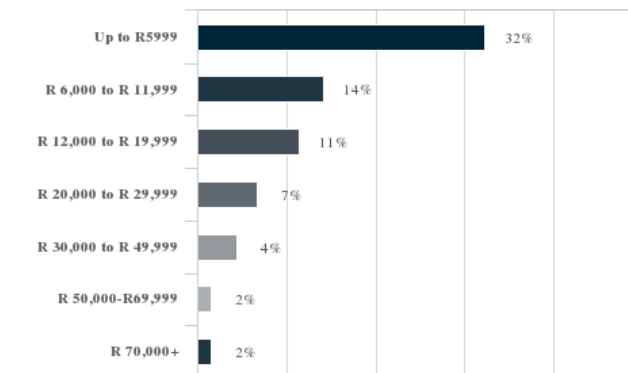
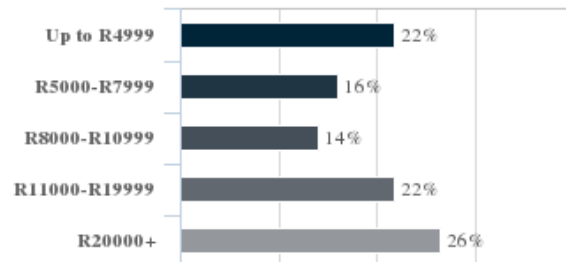
GENDER



AGE



HH INCOME



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



Language

English

Publication day

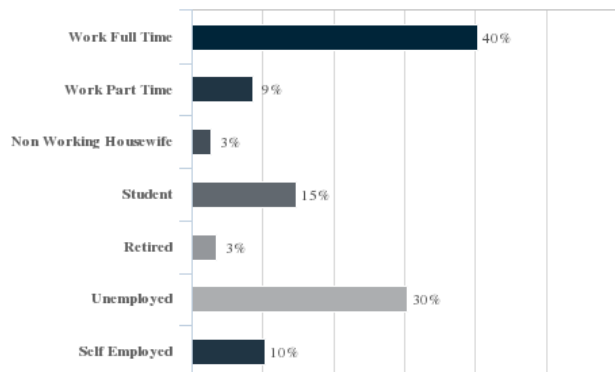
Sun

Province

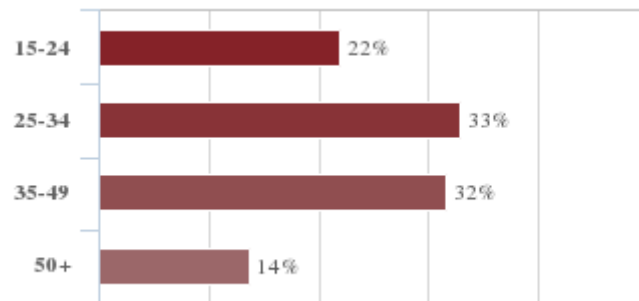
North-West / Gauteng
Limpopo / Mpumalanga
KwaZulu Natal / The Eastern Cape
The Free State / The Northern Cape
The Western Cape

Readership: **2,538,000**
Circulation: **75,906**

EMPLOYMENT

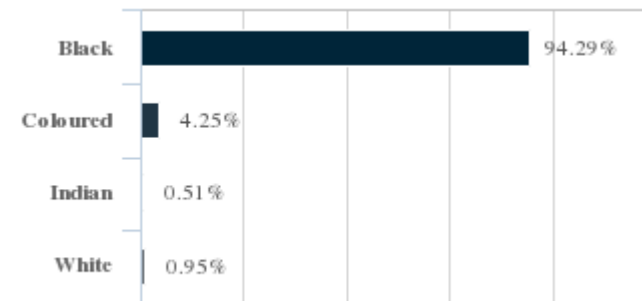


AGE

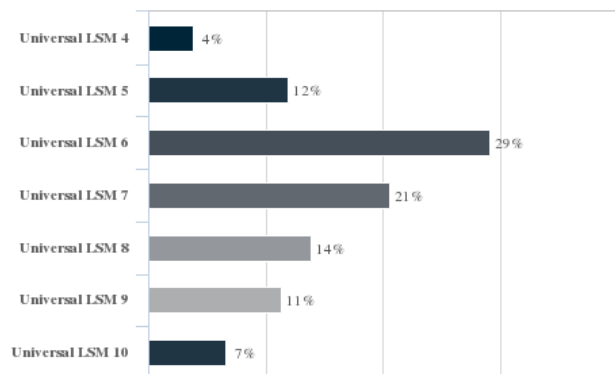


Average: 38

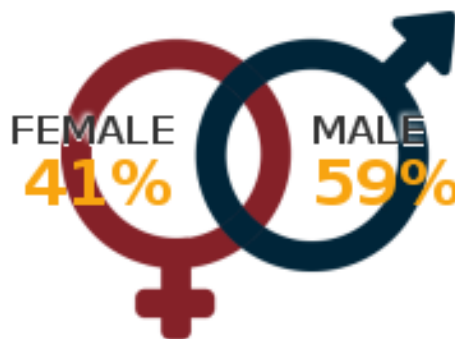
RACE



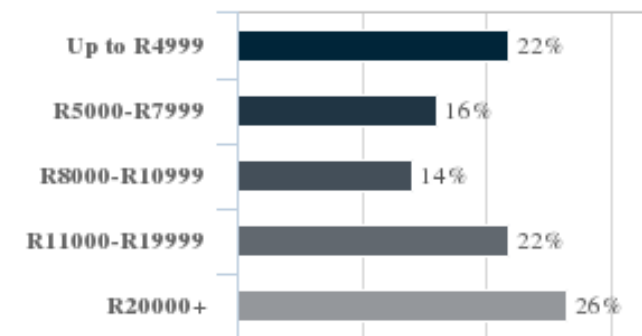
LSM



GENDER



HH INCOME



Average: R 8,633

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **205,591**
Page Views **1,739,103**
Average Visit Duration **00:03:40**



MOBILE

Unique Browsers **188,074**
Page Views **1,240,812**
Average Visit Duration **00:02:35**



PC

Unique Browsers **17,518**
Page Views **498,291**
Average Visit Duration **00:09:39**

SOCIAL MEDIA



FACEBOOK

215,256
LIKES



TWITTER

10,418
FOLLOWERS



INSTAGRAM

3,843
FOLLOWERS

SOURCE: Effective Measure December Facebook / Twitter / Instagram