

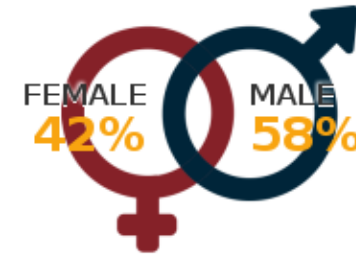
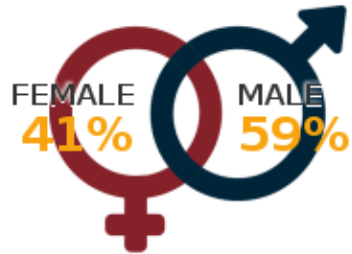
EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

1,833,286

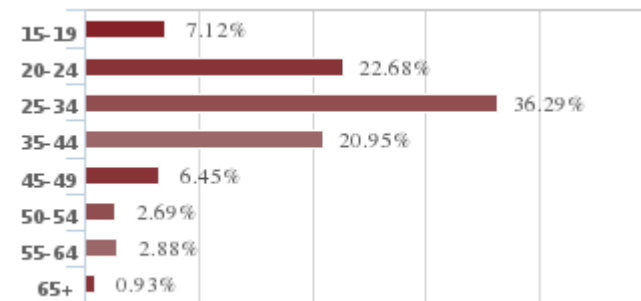
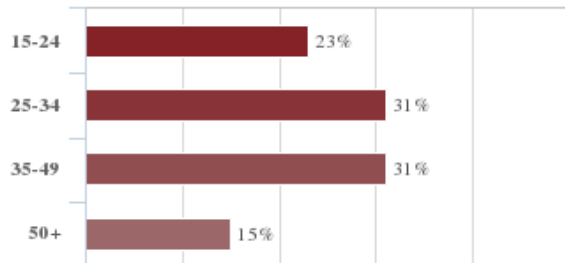
2,538,000
PRINT REACH

171,955
DIGITAL REACH (COMBINED UB'S)

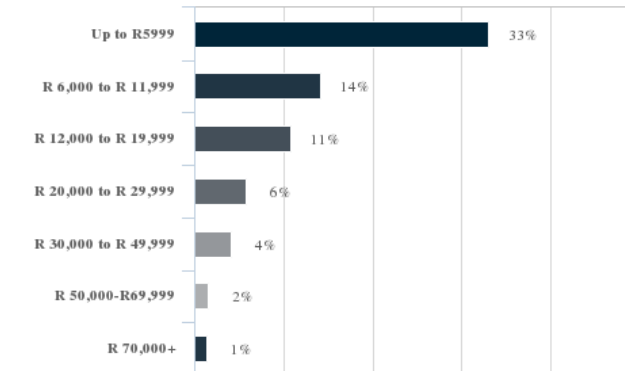
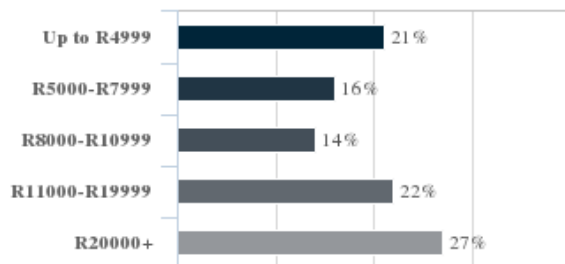
GENDER



AGE



HH INCOME



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



Language

English

Publication day

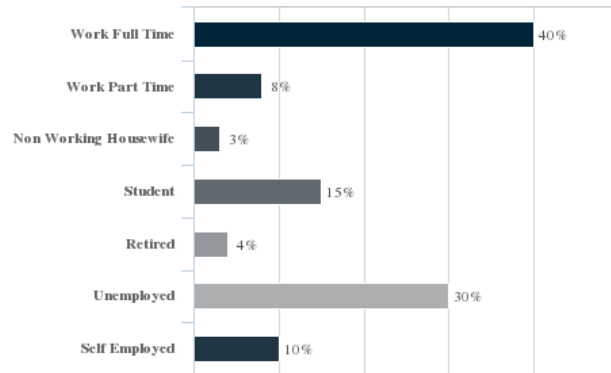
Sun

Province

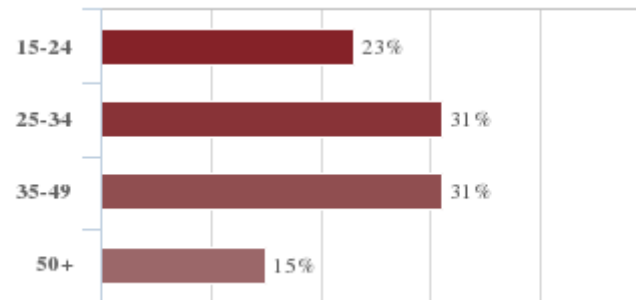
The Western Cape / The Northern Cape
The Free State / The Eastern Cape
KwaZulu Natal / Mpumalanga
Limpopo / Gauteng
North-West

Readership: **2,538,000**
Circulation: **78,359**

EMPLOYMENT

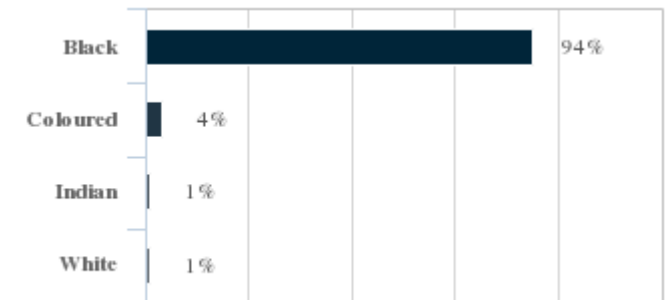


AGE

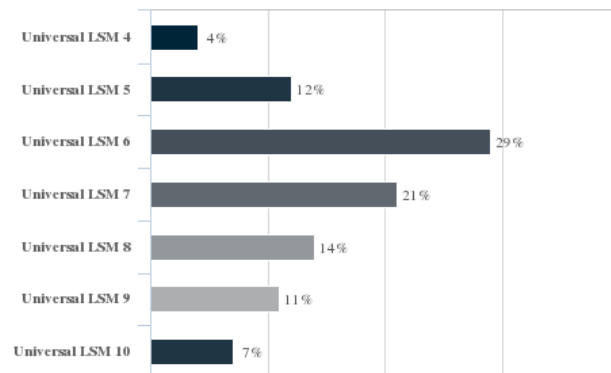


Average: 38

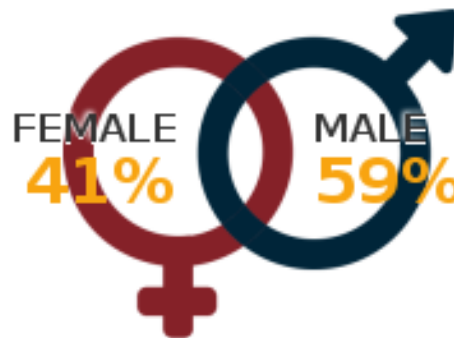
RACE



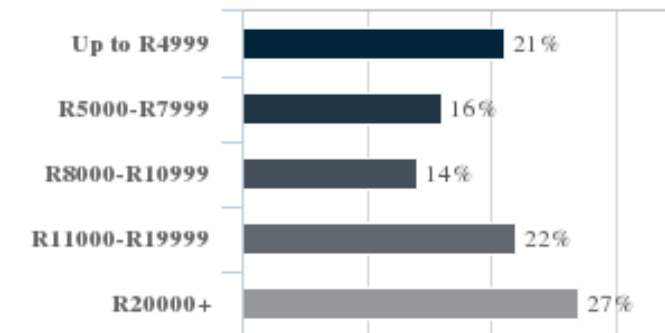
LSM



GENDER



HH INCOME



Average: R 8,633

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **171,955**
Page Views **2,014,946**
Average Visit Duration **00:05:03**



MOBILE

Unique Browsers **146,665**
Page Views **1,309,088**
Average Visit Duration **00:03:48**



PC

Unique Browsers **25,290**
Page Views **705,859**
Average Visit Duration **00:09:05**

SOCIAL MEDIA



FACEBOOK

207,214
LIKES



TWITTER

10,035
FOLLOWERS



INSTAGRAM

3,838
FOLLOWERS

SOURCE: Effective Measure August / Facebook / Twitter / Instagram