

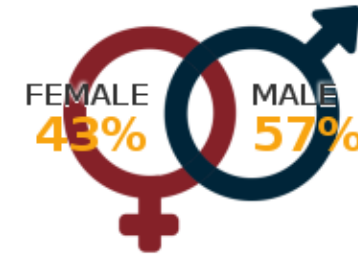
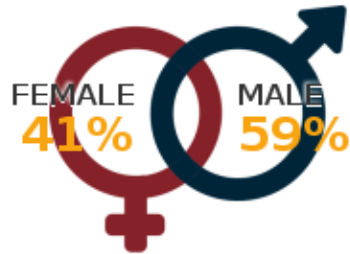
EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

1,829,944

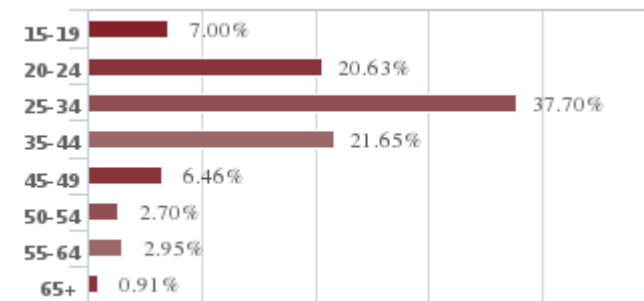
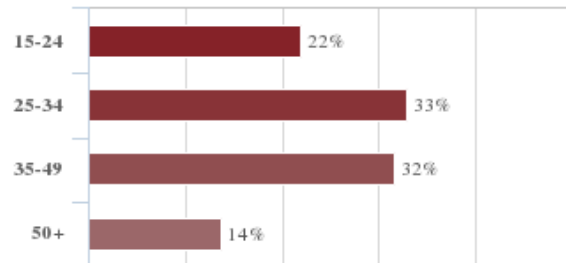
2,538,000
PRINT REACH

152,860
DIGITAL REACH (COMBINED UB'S)

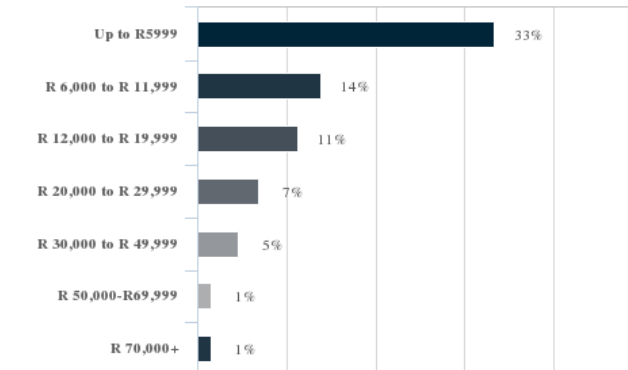
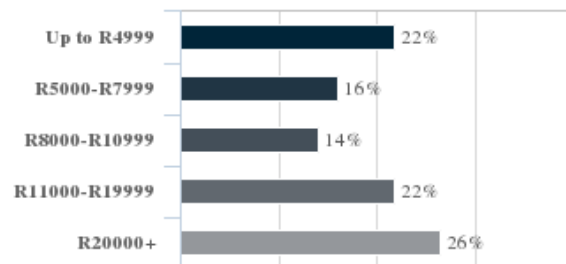
GENDER



AGE



HH INCOME



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



Language

English

Publication day

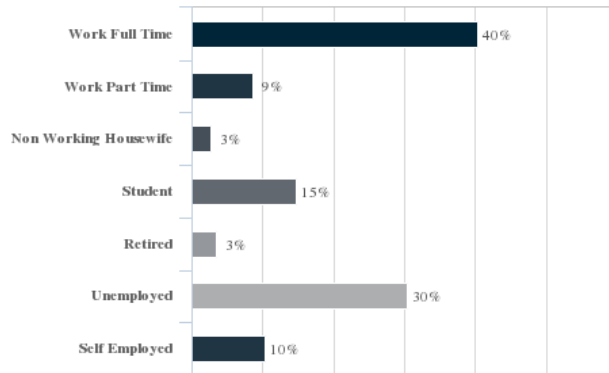
Sun

Province

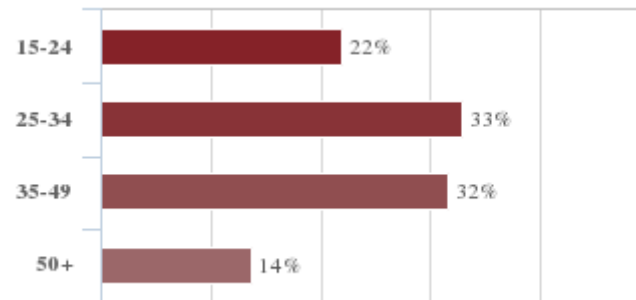
North-West / Gauteng
Limpopo / Mpumalanga
KwaZulu Natal / The Eastern Cape
The Free State / The Northern Cape
The Western Cape

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

EMPLOYMENT

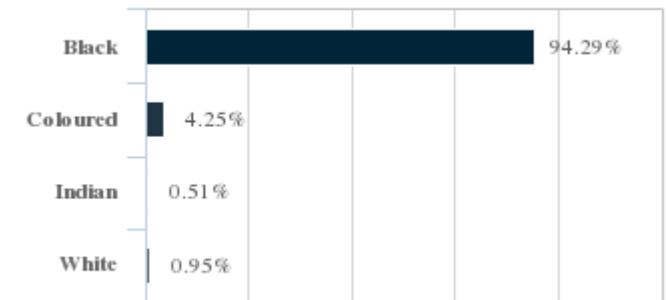


AGE

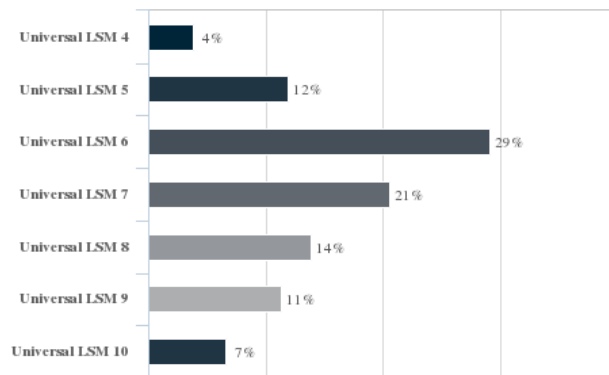


Average: 38

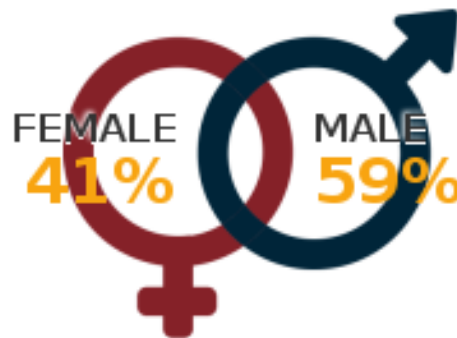
RACE



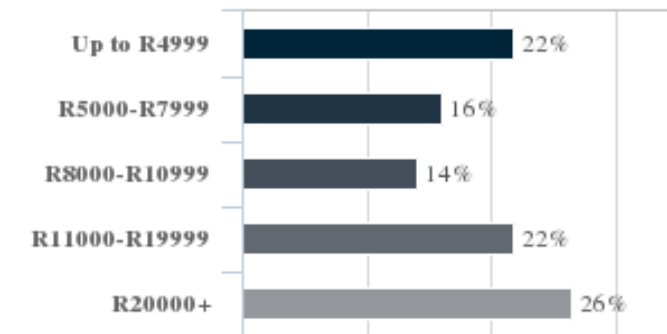
LSM



GENDER



HH INCOME



Average: R 8,633

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **152,860**
Page Views **1,838,200**
Average Visit Duration **00:05:13**



MOBILE

Unique Browsers **128,594**
Page Views **1,144,481**
Average Visit Duration **00:03:50**



PC

Unique Browsers **24,266**
Page Views **693,719**
Average Visit Duration **00:09:07**

SOCIAL MEDIA



FACEBOOK

211,566
LIKES



TWITTER

10,256
FOLLOWERS



INSTAGRAM

3,837
FOLLOWERS

SOURCE: Effective Measure September / Facebook / Twitter / Instagram