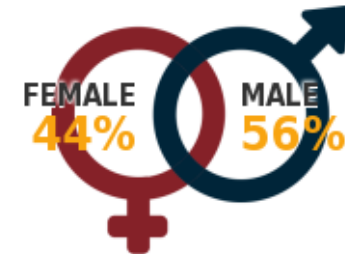
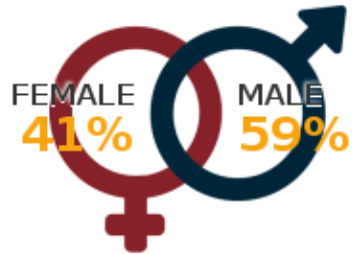


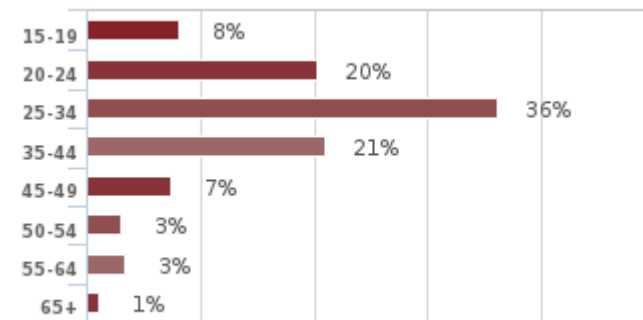
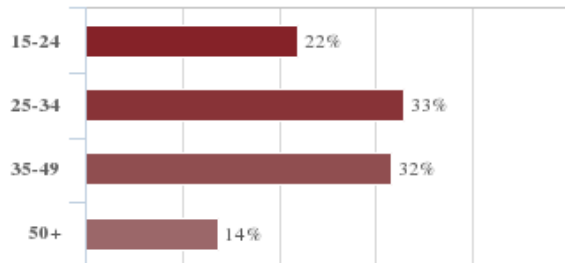
**2,538,000**  
PRINT REACH

**829,164**  
DIGITAL REACH (COMBINED UB'S)

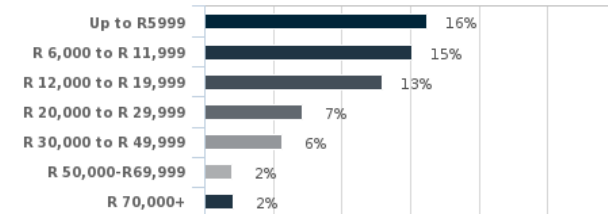
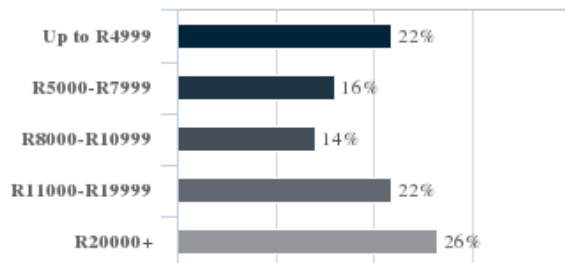
GENDER



AGE



HH INCOME



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



Language

English

Publication day

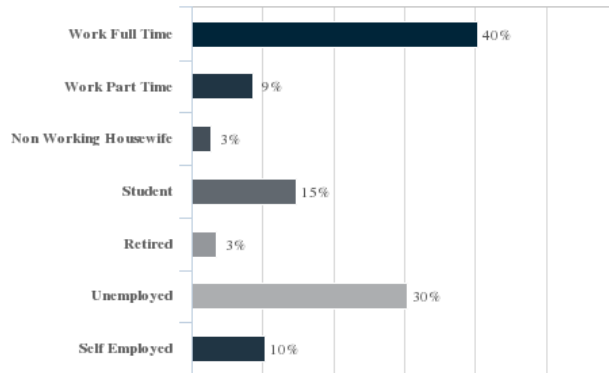
Sun

Province

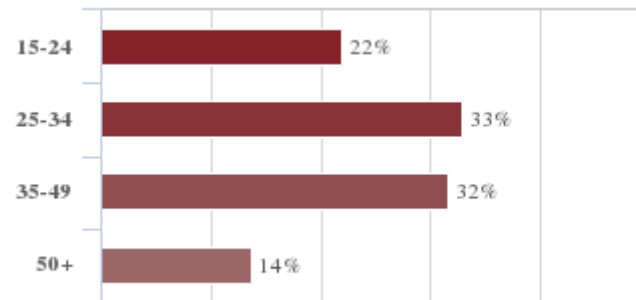
The Western Cape / The Northern Cape  
The Free State / The Eastern Cape  
KwaZulu Natal / Mpumalanga  
Limpopo / Gauteng  
North-West

Readership: **2,538,000**  
Circulation: **62,674**

EMPLOYMENT

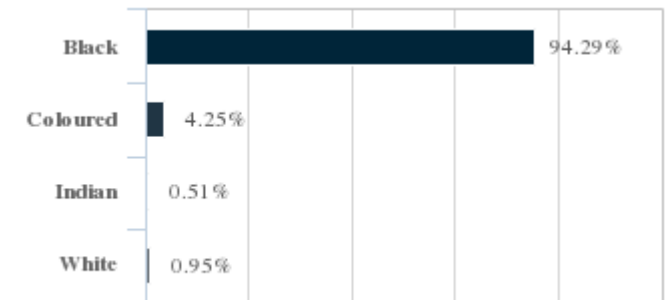


AGE

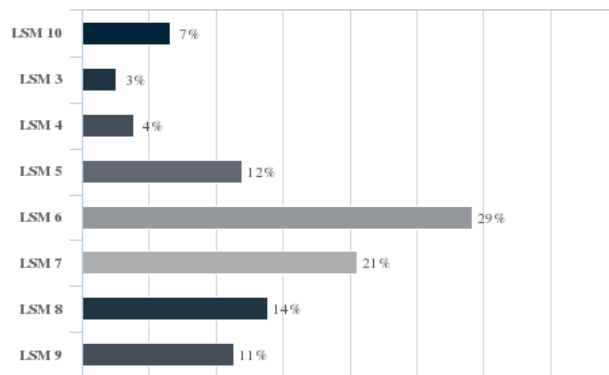


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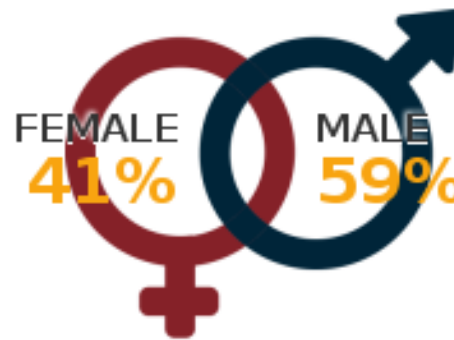
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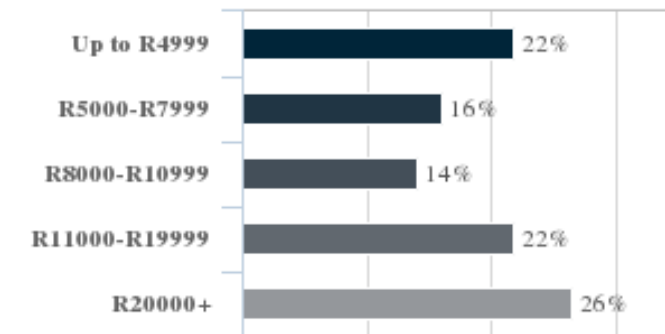
LSM



GENDER



HH INCOME



Average: R 8,633

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **829,164**  
Page Views **10,052,063**  
Average Visit Duration **00:05:41**



MOBILE

Unique Browsers **692,253**  
Page Views **5,665,388**  
Average Visit Duration **00:03:42**



PC

Unique Browsers **136,911**  
Page Views **4,386,675**  
Average Visit Duration **00:10:10**

SOCIAL MEDIA



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**1,707,471**  
LIKES



TWITTER

**83,923**  
FOLLOWERS



INSTAGRAM

**29,822**  
FOLLOWERS

SOURCE: Effective Measure April Facebook / Twitter / Instagram