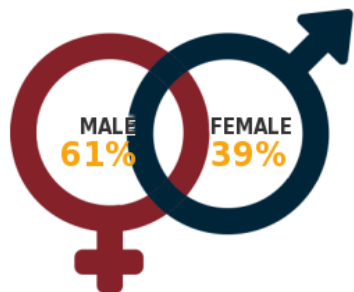
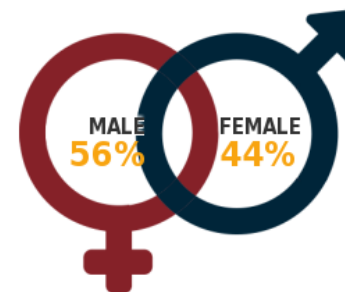


GENDER

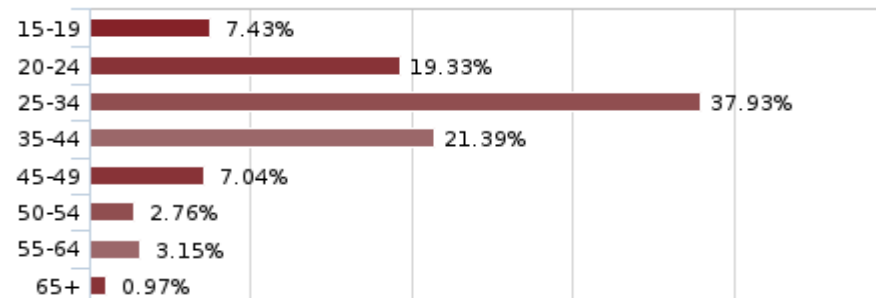
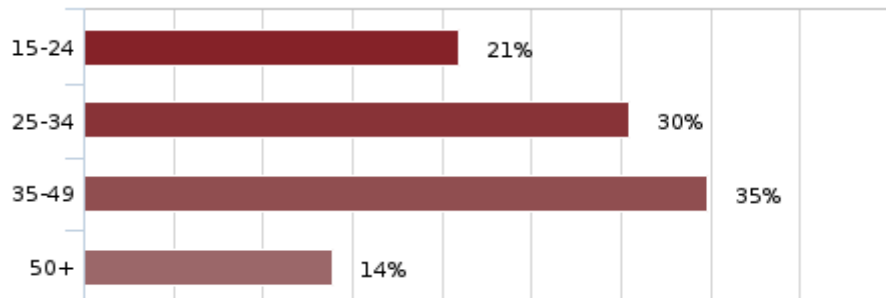
1,925,000
PRINT REACH



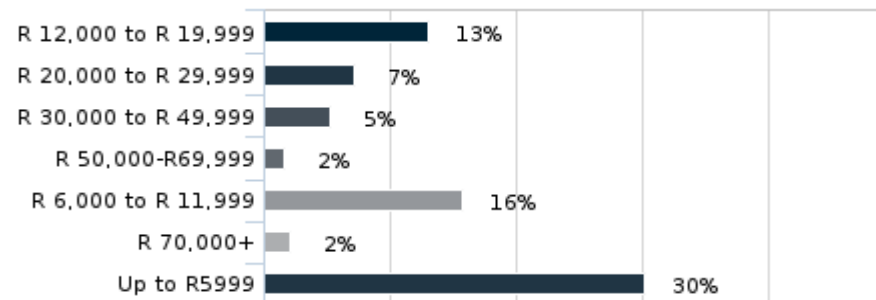
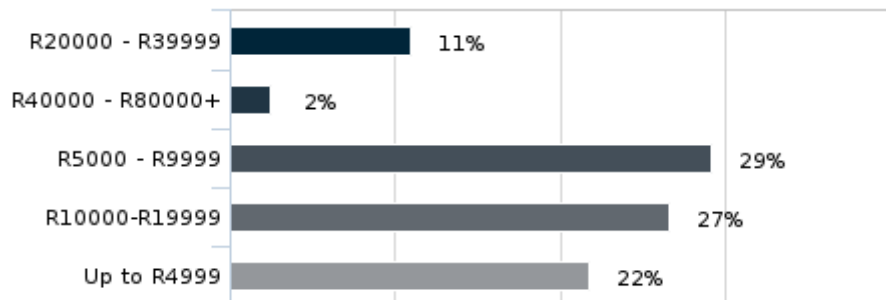
829,183
DIGITAL REACH (COMBINED UB'S)



AGE



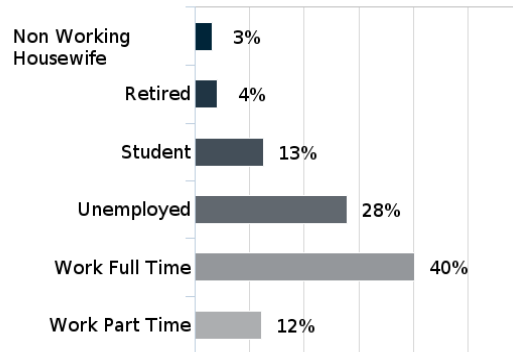
HH INCOME



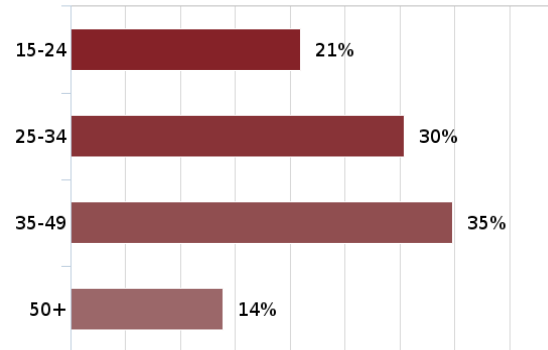
SOURCE: PAMS 2017 / Effective Measure June / ABC / Facebook / Twitter / Instagram

Readership: **1,925,000**
Circulation: **62,674**

EMPLOYMENT

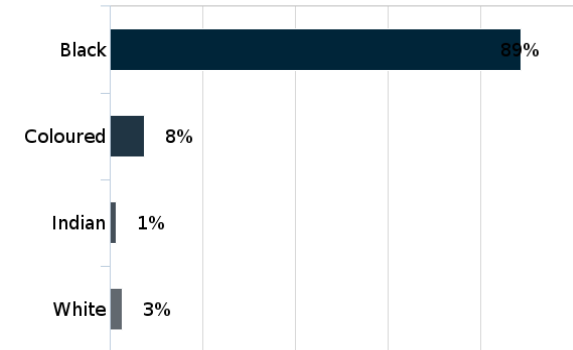


AGE

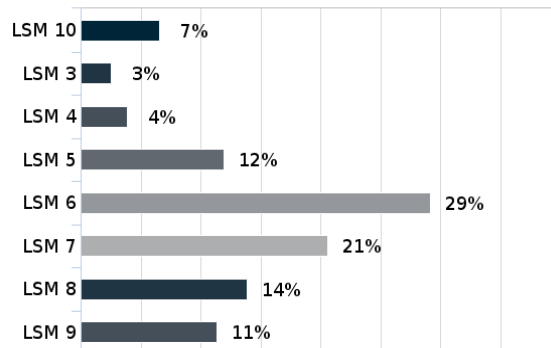


Average: 38

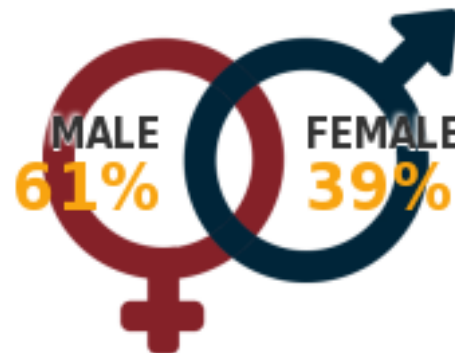
RACE



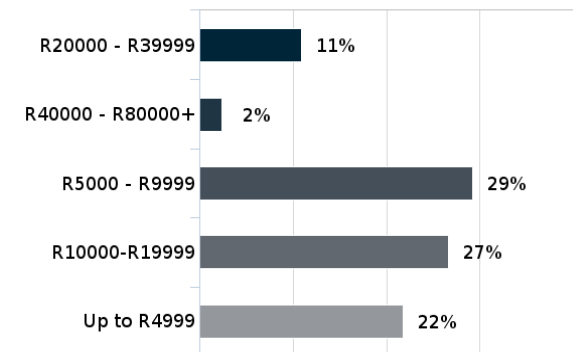
LSM



GENDER



HH INCOME



Average: R 8,633

SOURCE: PAMS 2017



ALL DEVICES

Unique Browsers **829,183**
Page Views **11,109,685**
Average Visit Duration **00:05:57**



MOBILE

Unique Browsers **682,059**
Page Views **6,099,182**
Average Visit Duration **00:03:55**



PC

Unique Browsers **147,124**
Page Views **5,010,503**
Average Visit Duration **00:10:09**

SOCIAL MEDIA



FACEBOOK

1,722,124
LIKES



TWITTER

87,721
FOLLOWERS



INSTAGRAM

29,833
FOLLOWERS

SOURCE: Effective Measure June / Facebook / Twitter / Instagram