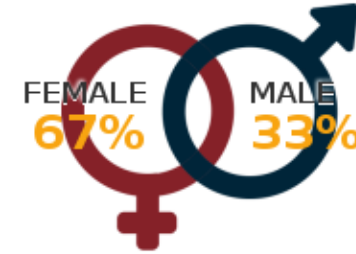
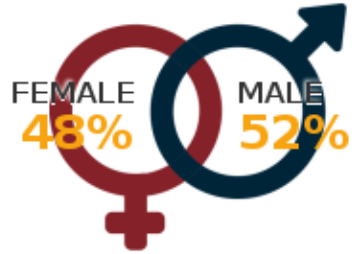


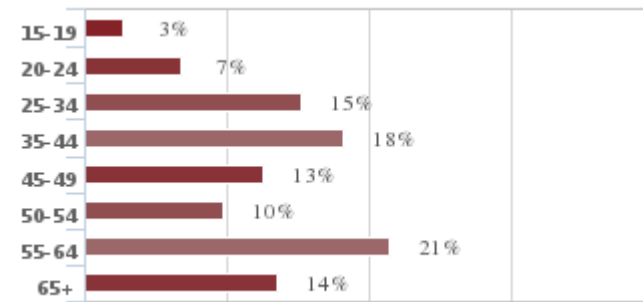
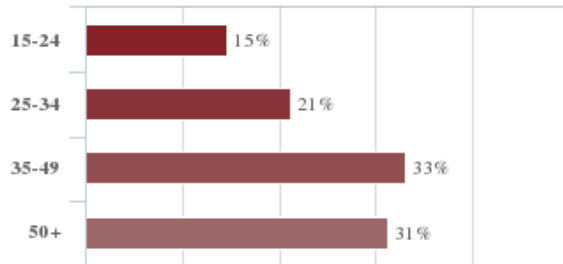
**179,000**  
**PRINT REACH**

**1,254,289**  
**DIGITAL REACH (COMBINED UB'S)**

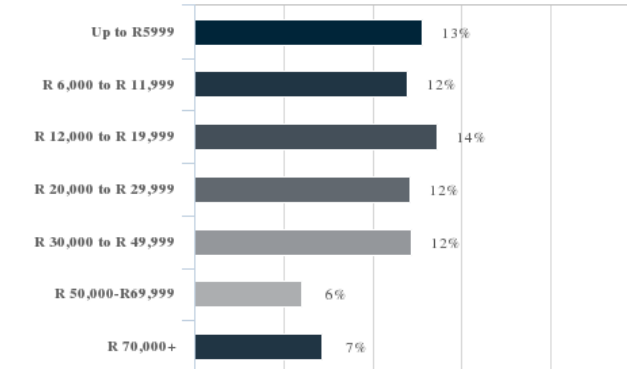
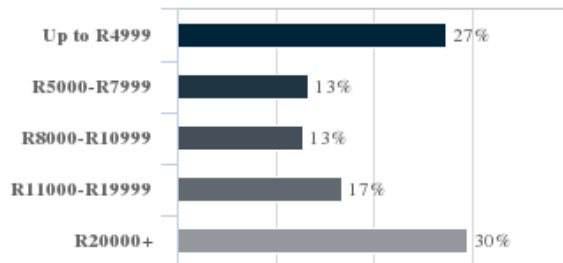
GENDER



AGE



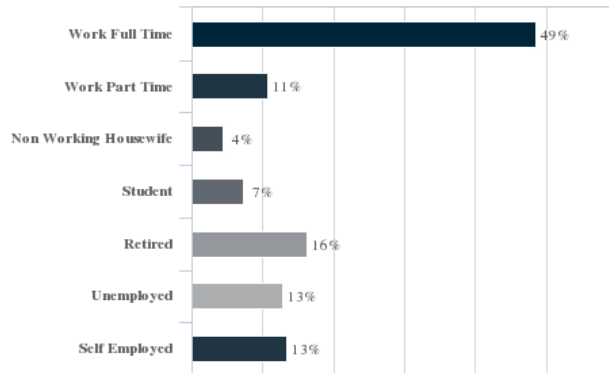
HH INCOME



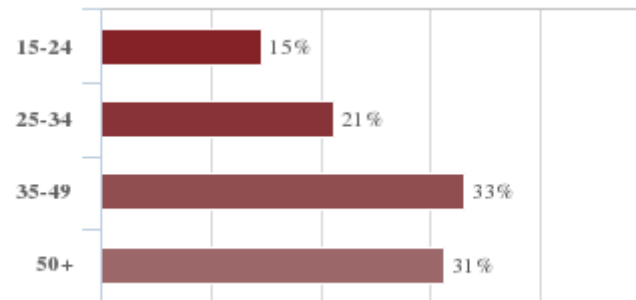
SOURCE: AMPS 2015 AB / Effective Measure December / ABC / Facebook / Twitter / Instagram

Readership: **179,000**  
 Circulation: **14,128**

EMPLOYMENT

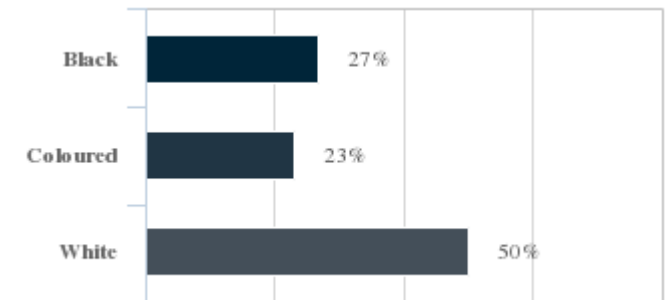


AGE

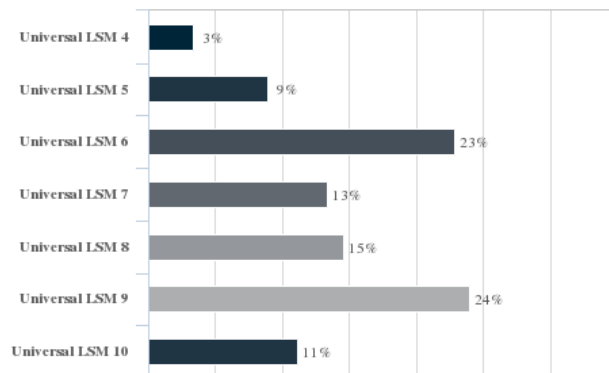


Average: 47

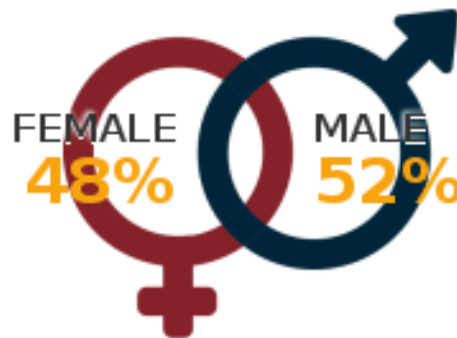
RACE



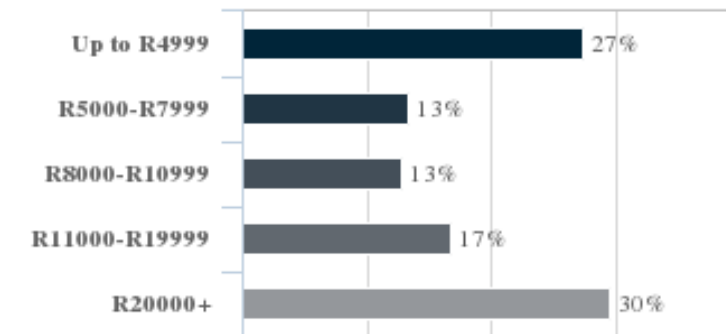
LSM



GENDER



HH INCOME



Average: R 10,125

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **1,254,289**  
Page Views **20,343,012**  
Average Visit Duration **00:05:40**



MOBILE

Unique Browsers **1,018,018**  
Page Views **16,123,470**  
Average Visit Duration **00:05:07**



PC

Unique Browsers **236,271**  
Page Views **4,219,541**  
Average Visit Duration **00:06:12**

SOCIAL MEDIA



FACEBOOK

**765,511**  
LIKES



TWITTER

**780,904**  
FOLLOWERS



INSTAGRAM

**8,174**  
FOLLOWERS

SOURCE: Effective Measure December / Facebook / Twitter / Instagram