

**186,000**  
**PRINT REACH**

**1,479,886**  
**DIGITAL REACH (COMBINED UB'S)**

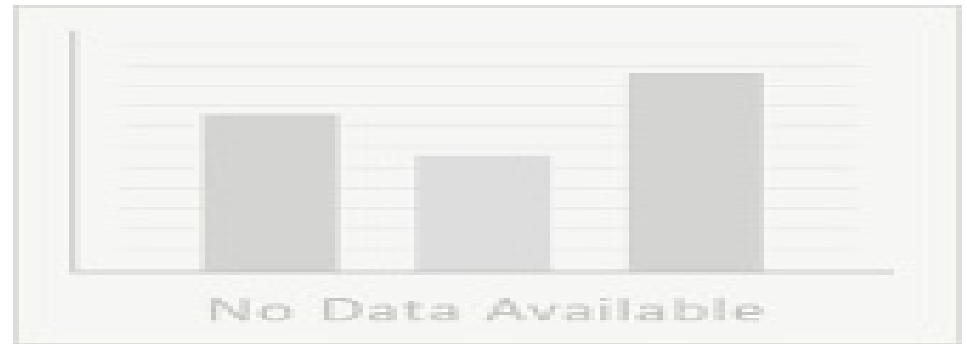
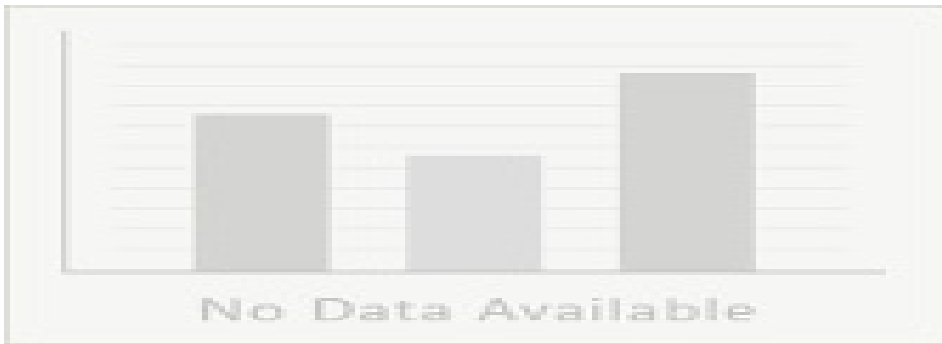
GENDER



AGE



HH INCOME



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

Readership: **186,000**  
Circulation: **13,861**

EMPLOYMENT



AGE



Average: 47

RACE



LSM



GENDER



HH INCOME



Average: R 10,125

SOURCE: PAMS 2017



ALL DEVICES

Unique Browsers **1,479,886**  
Page Views **24,075,620**  
Average Visit Duration **00:05:58**



MOBILE

Unique Browsers **1,126,229**  
Page Views **18,284,574**  
Average Visit Duration **00:05:14**



PC

Unique Browsers **353,657**  
Page Views **5,791,046**  
Average Visit Duration **00:06:25**

SOCIAL MEDIA



FACEBOOK

**792,789**  
LIKES



TWITTER

**838,924**  
FOLLOWERS



INSTAGRAM

**9,199**  
FOLLOWERS

SOURCE: Effective Measure May / Facebook / Twitter / Instagram