

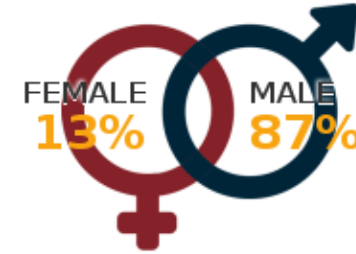
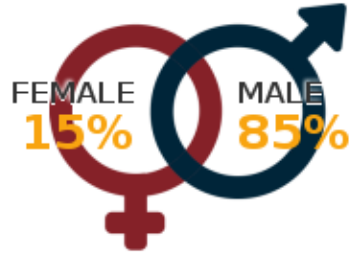
# EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

## 3,183,706

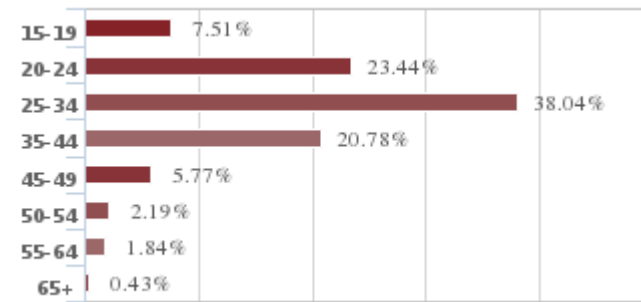
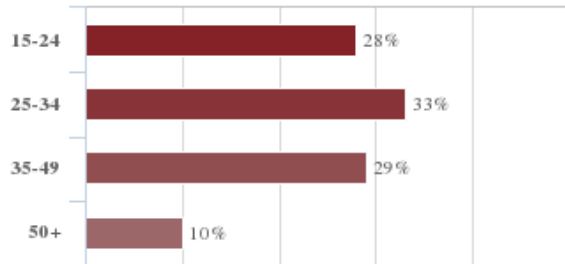
**3,602,000**  
PRINT REACH

**1,743,669**  
DIGITAL REACH (COMBINED UB'S)

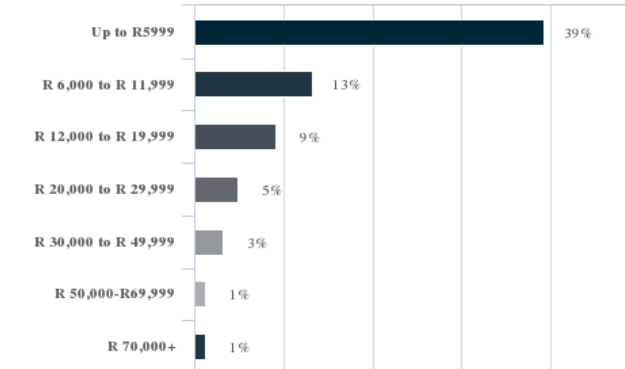
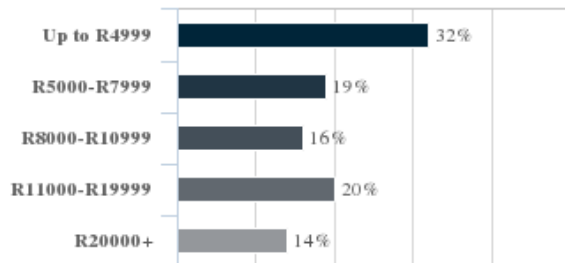
GENDER



AGE



HH INCOME



SOURCE: AMPS 2015 AB / Effective Measure August/ Facebook / Twitter / Instagram



Language

English

Publication day

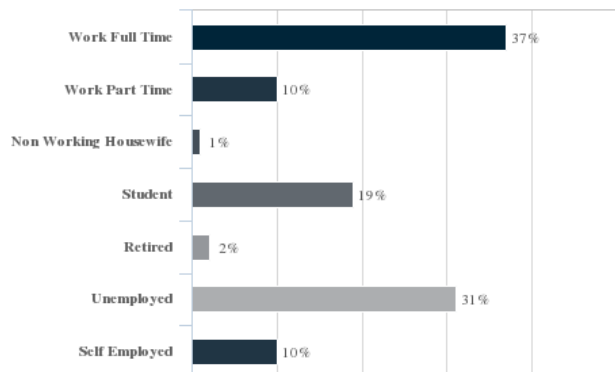
Wed

Province

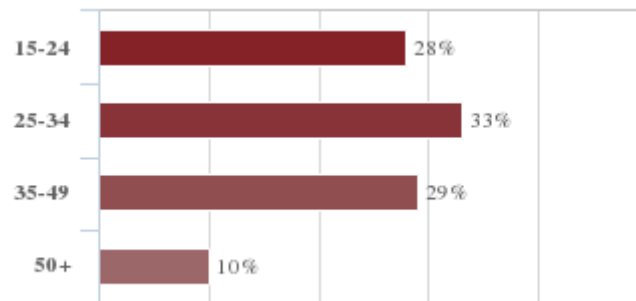
The Western Cape / The Northern Cape  
 The Free State / The Eastern Cape  
 KwaZulu Natal / Mpumalanga  
 Limpopo / Gauteng  
 North-West

Readership: **3,602,000**  
 Circulation: **260,950**

EMPLOYMENT

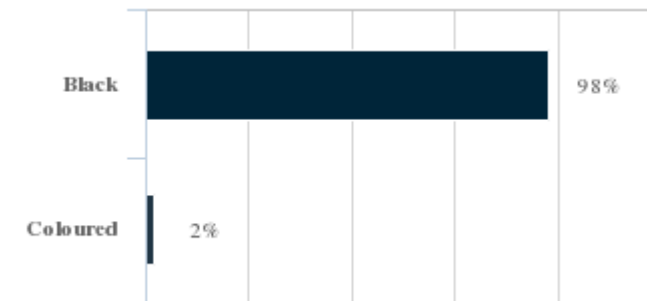


AGE

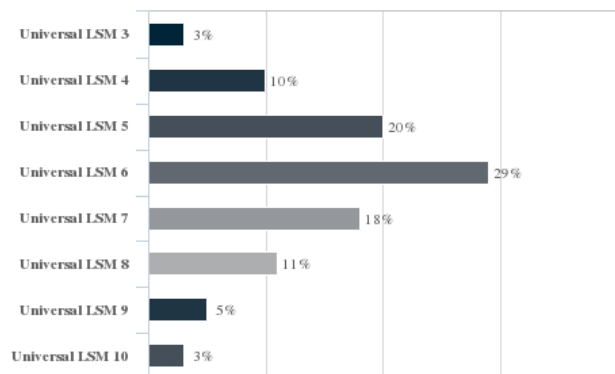


Average: 35

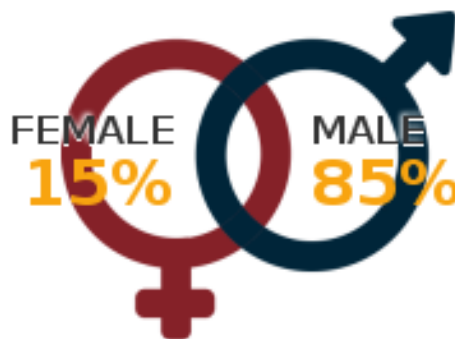
RACE



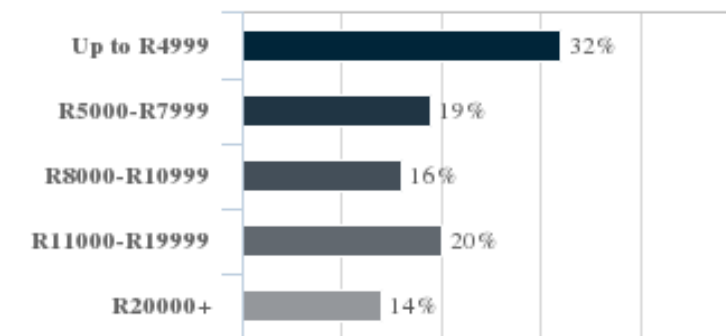
LSM



GENDER



HH INCOME



Average: R 6,461

SOURCE: AMPS 2015 AB



### ALL DEVICES

Unique Browsers **1,743,669**  
 Page Views **50,425,256**  
 Average Visit Duration **00:04:51**



### MOBILE

Unique Browsers **1,487,831**  
 Page Views **43,602,632**  
 Average Visit Duration **00:04:33**



### PC

Unique Browsers **255,838**  
 Page Views **6,822,625**  
 Average Visit Duration **00:07:22**

## SOCIAL MEDIA



### FACEBOOK

**2,409,238**  
 LIKES



### TWITTER

**474,469**  
 FOLLOWERS



### INSTAGRAM

**250,244**  
 FOLLOWERS

SOURCE: Effective Measure August / Facebook / Twitter / Instagram