

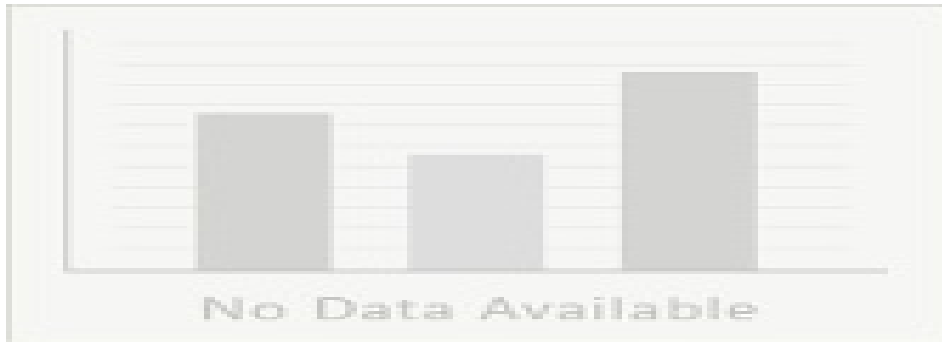
3,216,000
PRINT REACH

1,656,974
DIGITAL REACH (COMBINED UB'S)

GENDER



AGE



HH INCOME



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



Language

English

Publication day

Wed

Province

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

Readership: **3,216,000**

Circulation: **252,041**

EMPLOYMENT



AGE



Average: 35

RACE



LSM



GENDER



HH INCOME



Average: R 6,461

SOURCE: PAMS 2017



ALL DEVICES

Unique Browsers **1,656,974**
 Page Views **34,006,672**
 Average Visit Duration **00:04:01**



MOBILE

Unique Browsers **1,434,686**
 Page Views **29,164,212**
 Average Visit Duration **00:03:42**



PC

Unique Browsers **222,288**
 Page Views **4,842,460**
 Average Visit Duration **00:06:42**

SOCIAL MEDIA



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INSTAGRAM

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 FOLLOWERS

SOURCE: Effective Measure May Facebook / Twitter / Instagram