

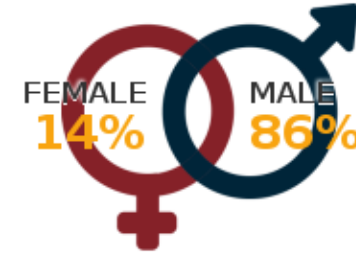
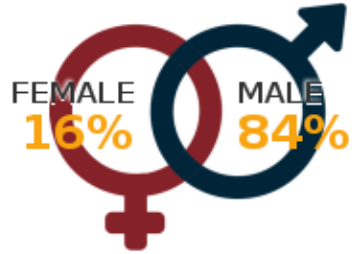
# EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

## 3,152,117

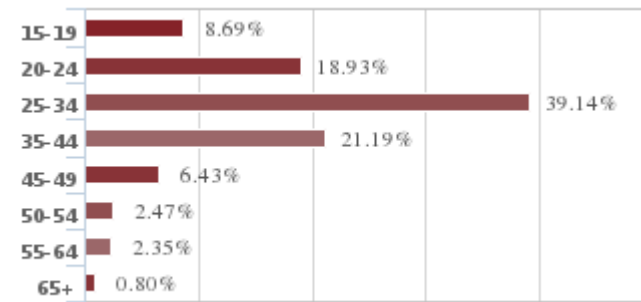
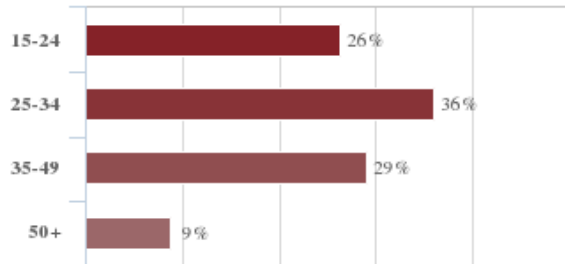
**3,602,000**  
PRINT REACH

**1,676,128**  
DIGITAL REACH (COMBINED UB'S)

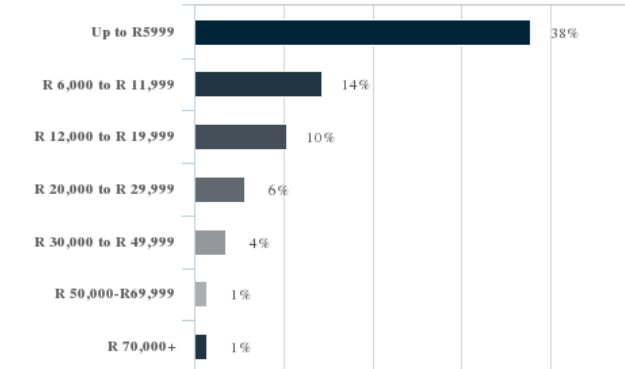
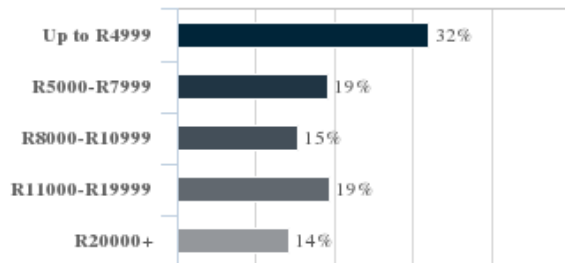
GENDER



AGE



HH INCOME



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



Readership: **3,602,000**  
 Circulation: **250,006**

Language

English

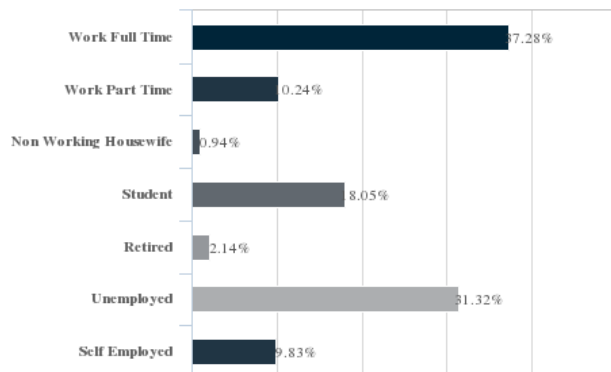
Publication day

Wed

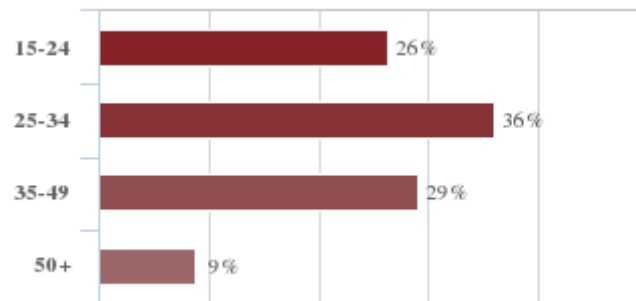
Province

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

EMPLOYMENT

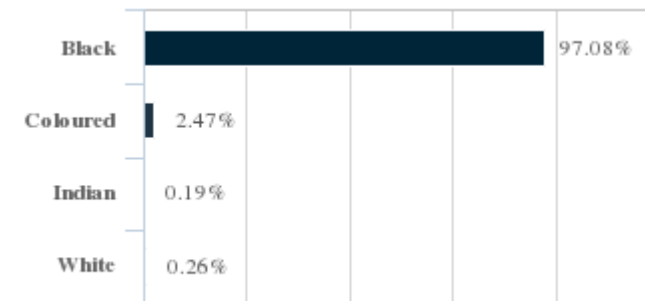


AGE

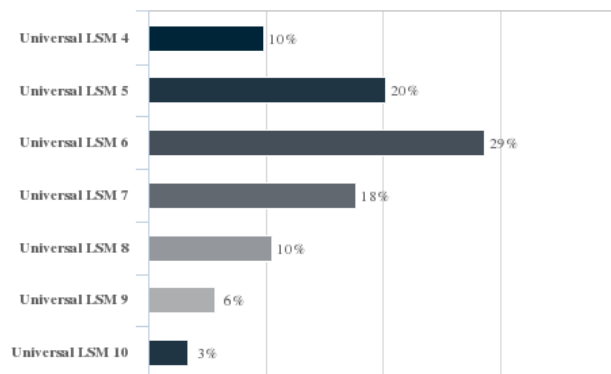


Average: 35

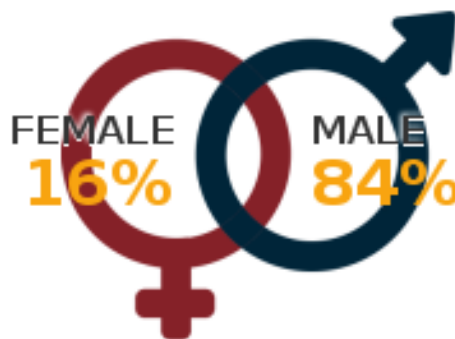
RACE



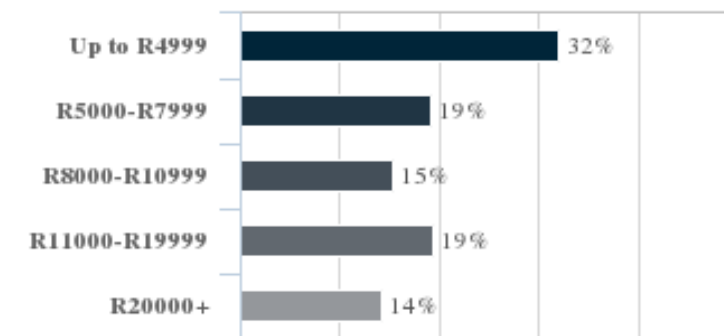
LSM



GENDER



HH INCOME



Average: R 6,461

SOURCE: AMPS 2015 AB



**ALL DEVICES**

Unique Browsers **1,676,128**  
 Page Views **40,675,032**  
 Average Visit Duration **00:04:17**



**MOBILE**

Unique Browsers **1,495,405**  
 Page Views **35,976,840**  
 Average Visit Duration **00:04:02**



**PC**

Unique Browsers **180,723**  
 Page Views **4,698,195**  
 Average Visit Duration **00:06:59**

**SOCIAL MEDIA**



**FACEBOOK**

**2,471,903**  
 LIKES



**TWITTER**

**533,085**  
 FOLLOWERS



**INSTAGRAM**

**263,628**  
 FOLLOWERS

SOURCE: Effective Measure January Facebook / Twitter / Instagram