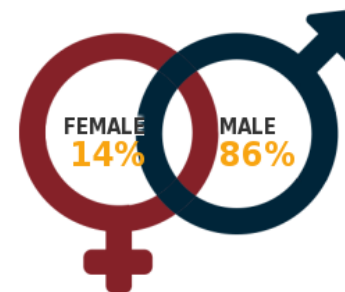
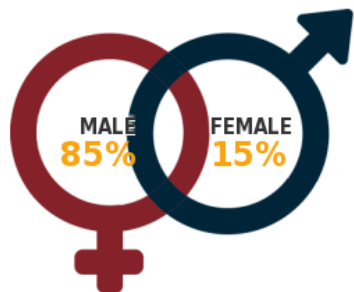


3,037,771

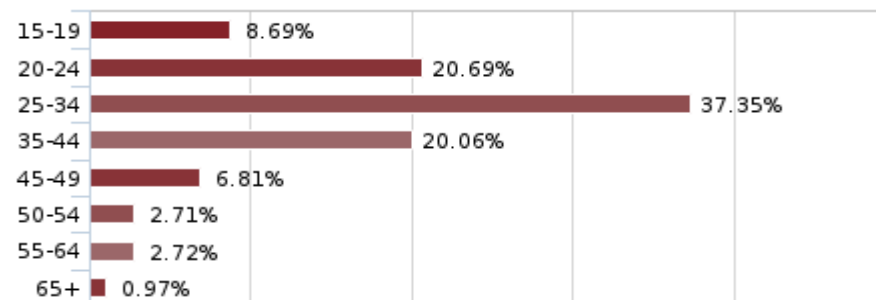
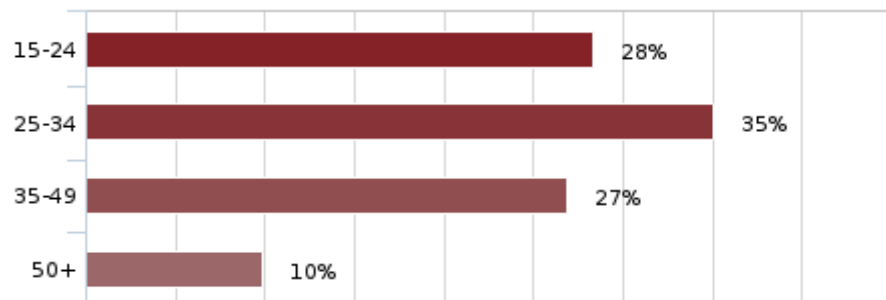
3,216,000
PRINT REACH

1,687,111
DIGITAL REACH (COMBINED UB'S)

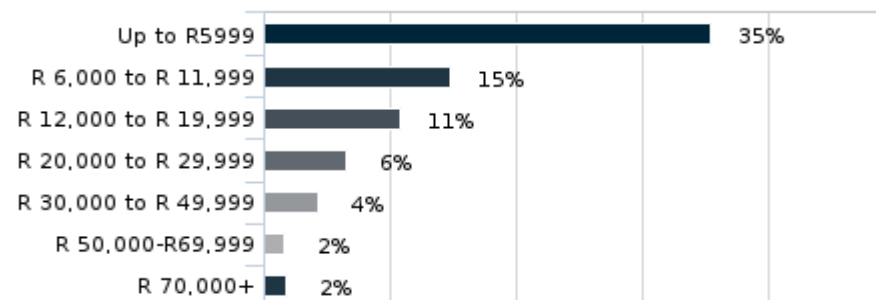
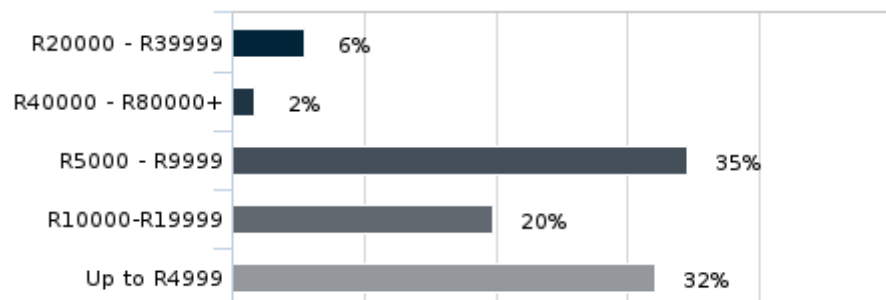
GENDER



AGE



HH INCOME



SOURCE: PAMS 2017 / Effective Measure July / ABC Q1 / Facebook July / Twitter July / Instagram July



Readership: **3,216,000**
Circulation: **235,907**

Language

English

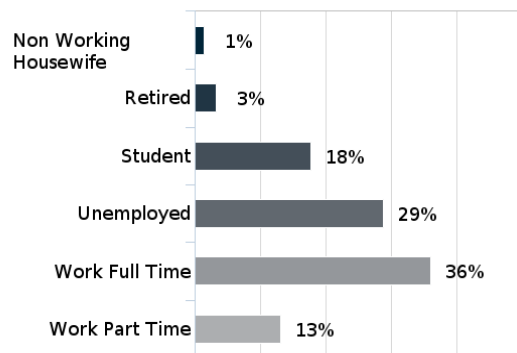
Publication day

Wed

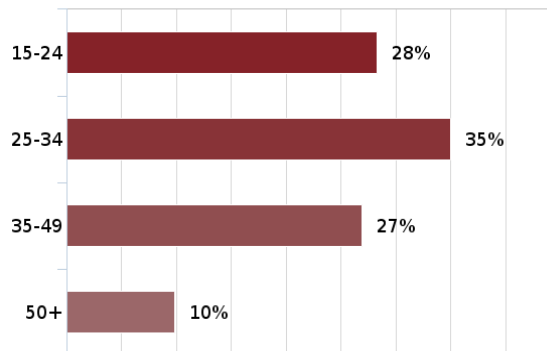
Province

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

EMPLOYMENT

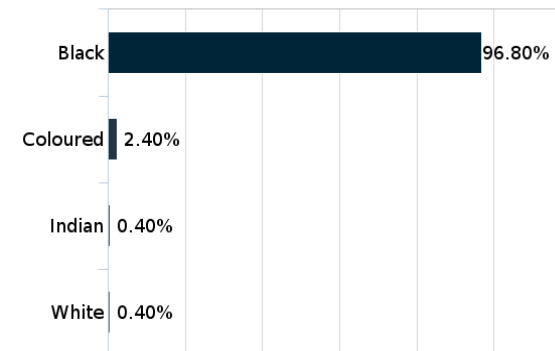


AGE

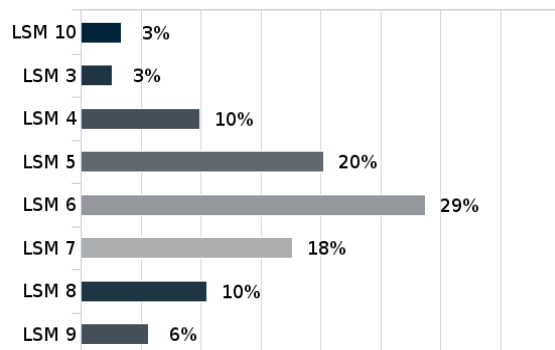


Average: 35

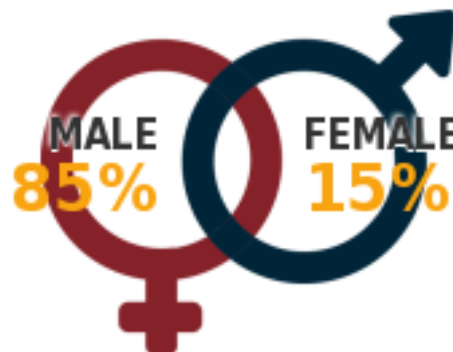
RACE



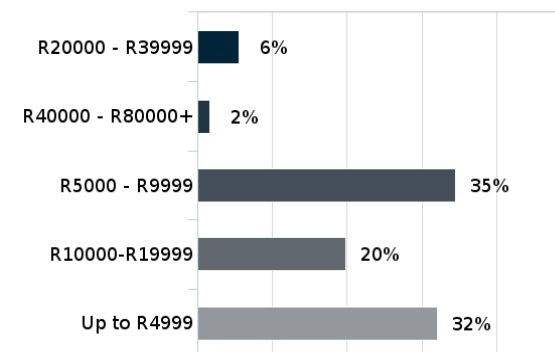
LSM



GENDER



HH INCOME



Average: R 6,461

SOURCE: PAMS 2017



ALL DEVICES

Unique Browsers **1,687,111**
 Page Views **36,842,756**
 Average Visit Duration **00:04:00**



MOBILE

Unique Browsers **1,465,273**
 Page Views **31,269,768**
 Average Visit Duration **00:03:40**



PC

Unique Browsers **221,838**
 Page Views **5,572,989**
 Average Visit Duration **00:06:39**

SOCIAL MEDIA



FACEBOOK

2,511,658
 LIKES



TWITTER

609,451
 FOLLOWERS



INSTAGRAM

284,651
 FOLLOWERS

SOURCE: Facebook July / Twitter July / Instagram July