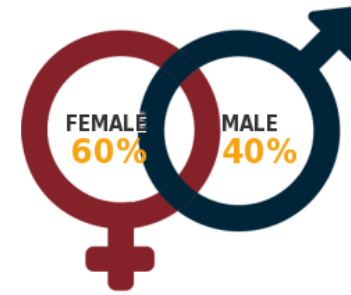
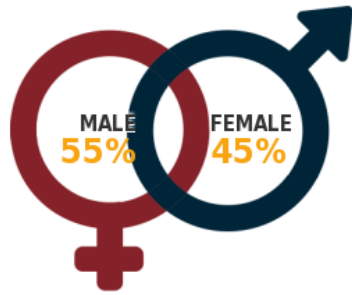


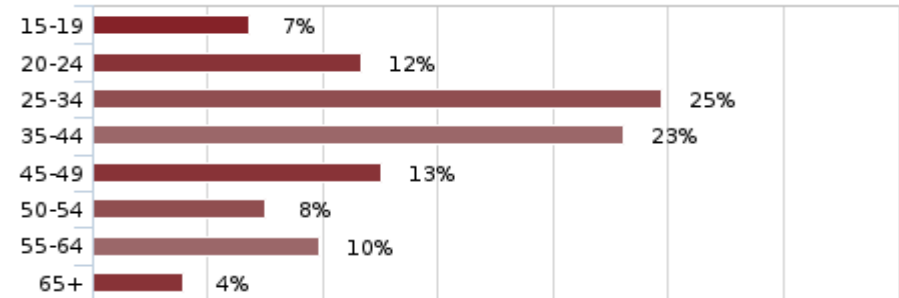
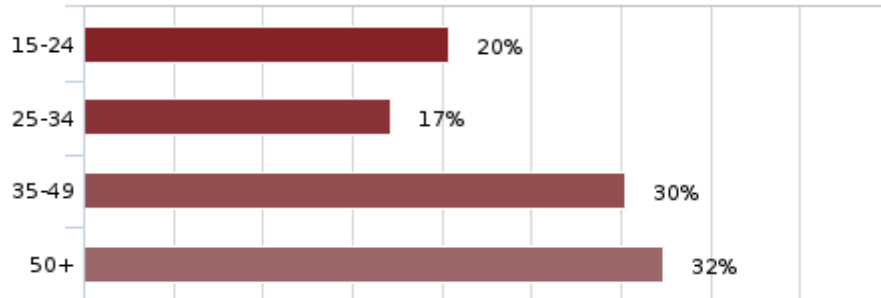
545,000
PRINT REACH

172,652
DIGITAL REACH (COMBINED UB'S)

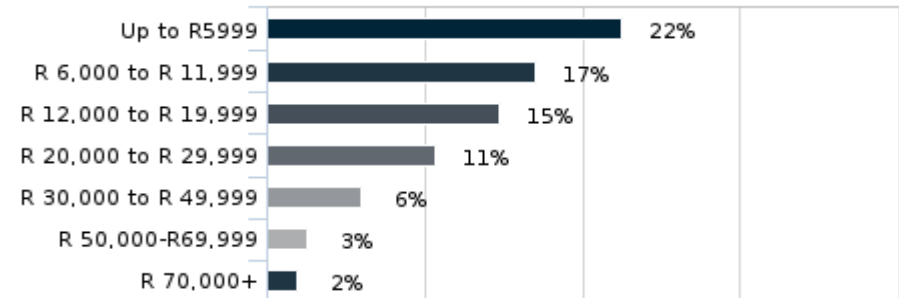
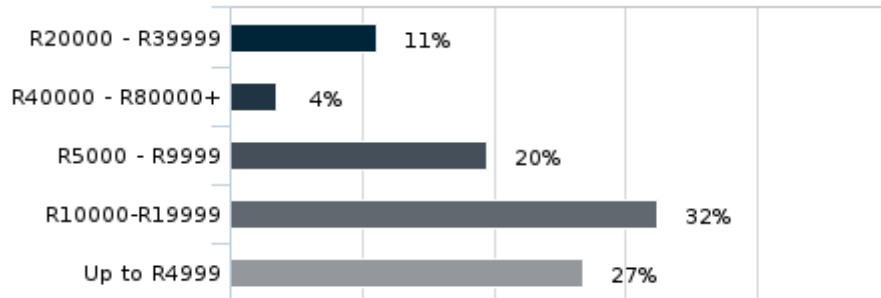
GENDER



AGE



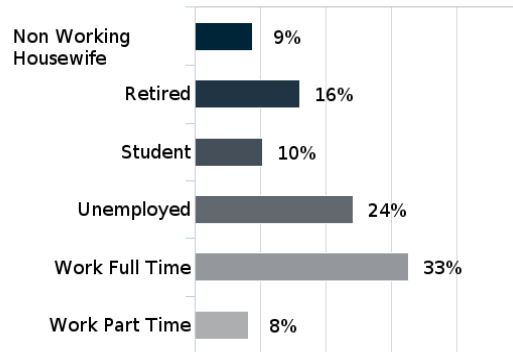
HH INCOME



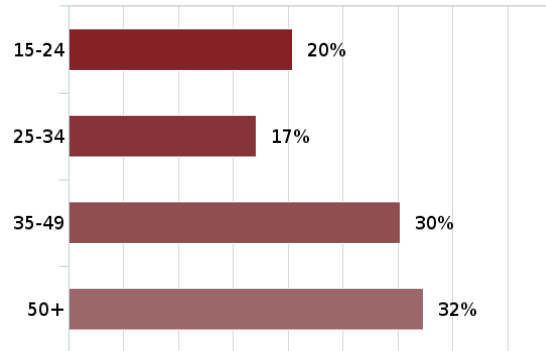
SOURCE: PAMS 2017 / Effective Measure July / ABC Q1 / Facebook July / Twitter July / Instagram July

Readership: **545,000**
Circulation: **33,350**

EMPLOYMENT

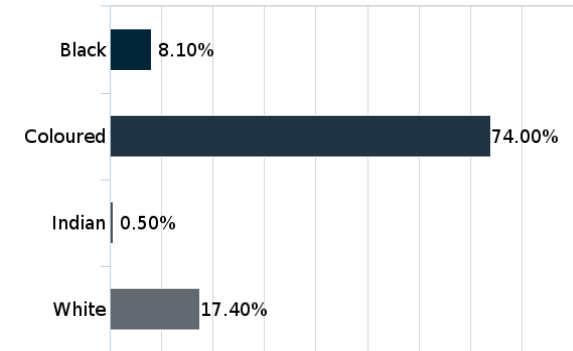


AGE

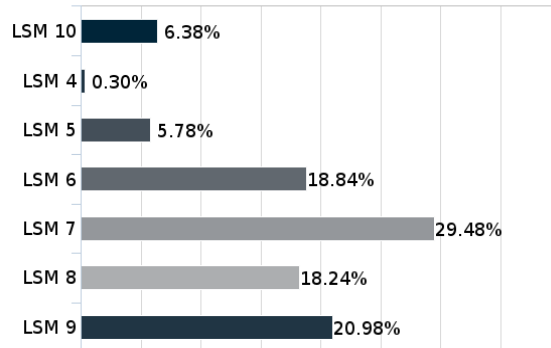


Average: 43

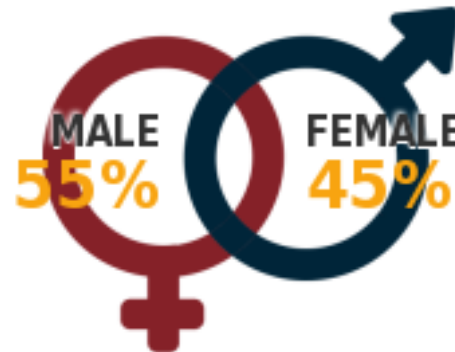
RACE



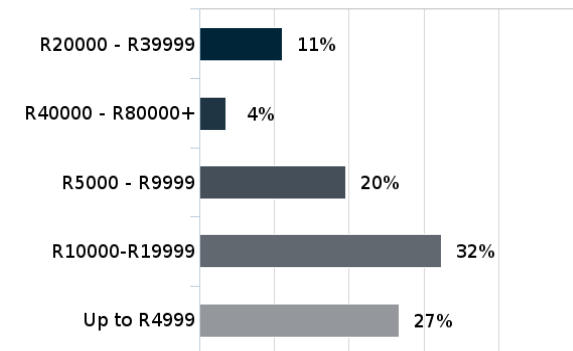
LSM



GENDER



HH INCOME



Average: R 5,651

SOURCE: PAMS 2017



ALL DEVICES

Unique Browsers **172,652**
 Page Views **2,920,599**
 Average Visit Duration **00:05:37**



MOBILE

Unique Browsers **128,247**
 Page Views **1,480,322**
 Average Visit Duration **00:04:11**



PC

Unique Browsers **44,405**
 Page Views **1,440,277**
 Average Visit Duration **00:08:20**

SOCIAL MEDIA



FACEBOOK

305,149
 LIKES



TWITTER

11,433
 FOLLOWERS



INSTAGRAM

11,930
 FOLLOWERS

SOURCE: Facebook July / Twitter July / Instagram July