

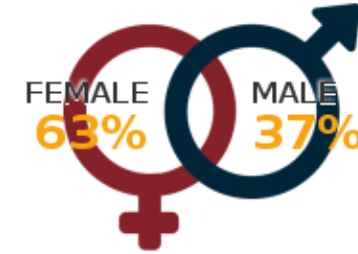
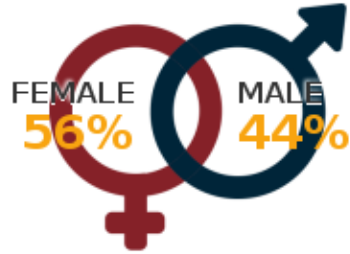
EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

242,949

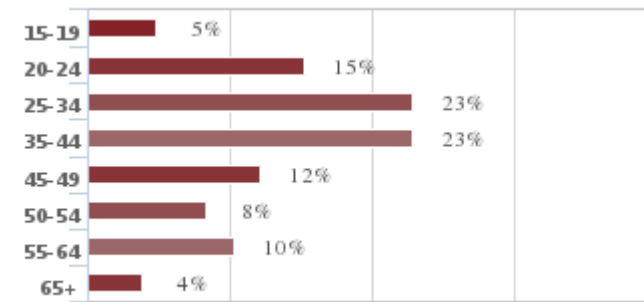
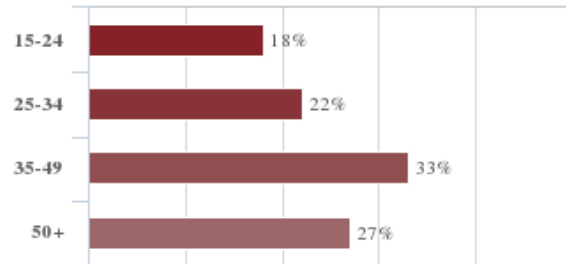
329,000
PRINT REACH

43,211
DIGITAL REACH (COMBINED UB'S)

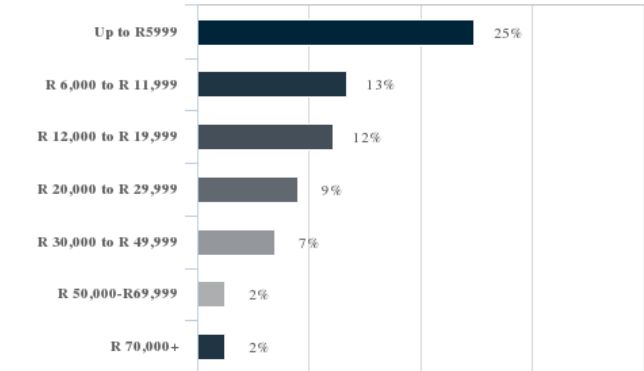
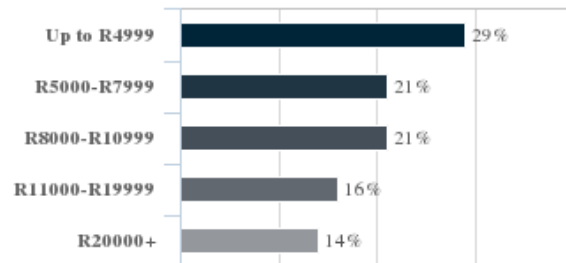
GENDER



AGE



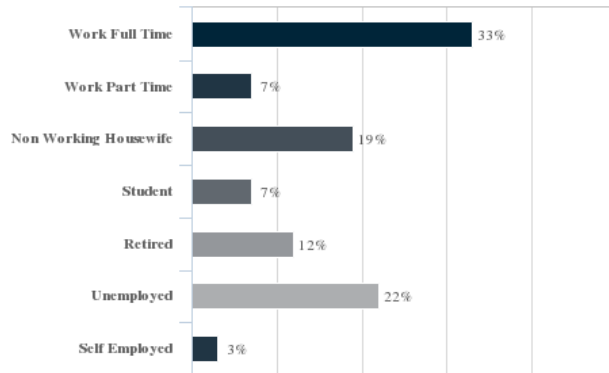
HH INCOME



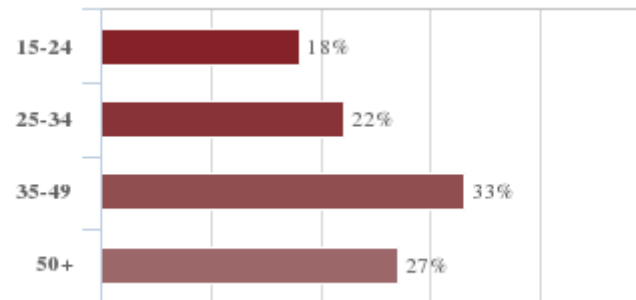
SOURCE: AMPS 2015 AB / Effective Measure August/ Facebook / Twitter / Instagram

Readership: **329,000**
Circulation: **41,050**

EMPLOYMENT

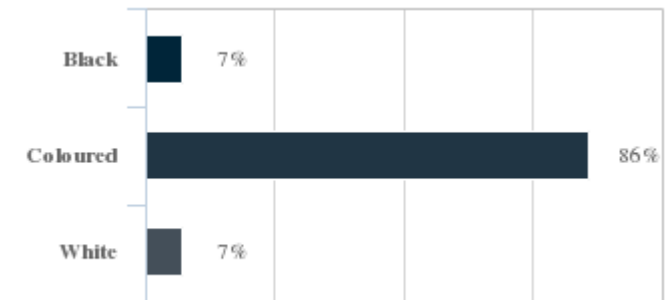


AGE

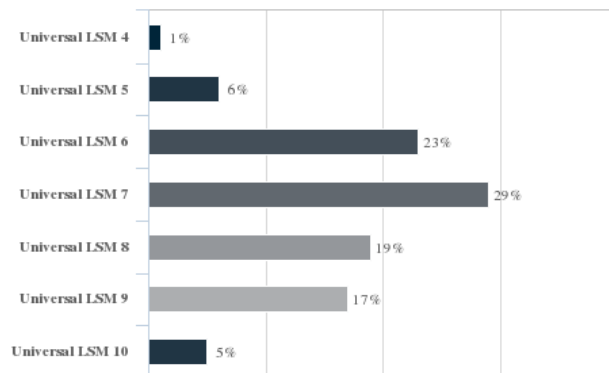


Average: 43

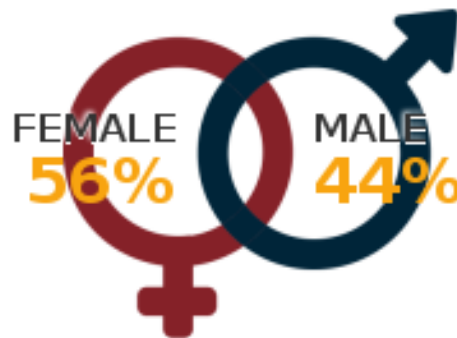
RACE



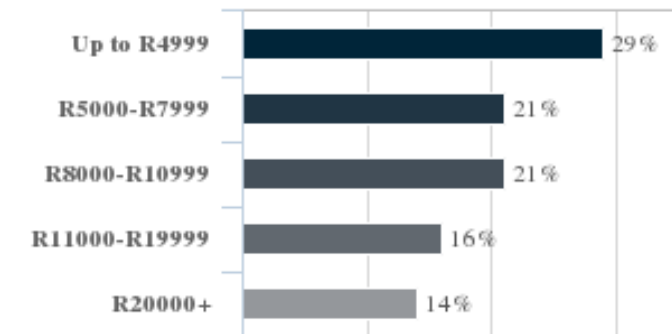
LSM



GENDER



HH INCOME



Average: R 5,651

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **43,211**
 Page Views **470,946**
 Average Visit Duration **00:04:13**



MOBILE

Unique Browsers **35,993**
 Page Views **283,339**
 Average Visit Duration **00:03:14**



PC

Unique Browsers **7,219**
 Page Views **187,606**
 Average Visit Duration **00:07:32**

SOCIAL MEDIA



FACEBOOK

37,010
 LIKES



TWITTER

1,375
 FOLLOWERS



INSTAGRAM

1,433
 FOLLOWERS

SOURCE: Effective Measure August / Facebook / Twitter / Instagram