

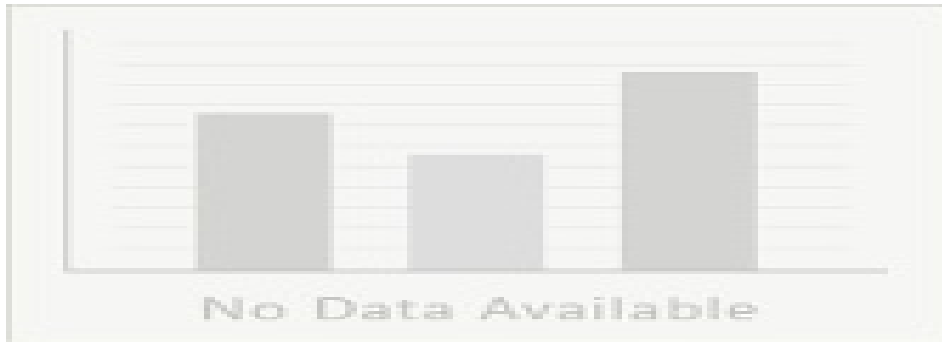
545,000
PRINT REACH

229,147
DIGITAL REACH (COMBINED UB'S)

GENDER



AGE



HH INCOME



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

Readership: **545,000**
Circulation: **36,046**

EMPLOYMENT



AGE



Average: 43

RACE



LSM



GENDER



HH INCOME



Average: R 5,651



ALL DEVICES

Unique Browsers **229,147**
 Page Views **3,365,840**
 Average Visit Duration **00:05:18**



MOBILE

Unique Browsers **177,196**
 Page Views **1,795,448**
 Average Visit Duration **00:03:55**



PC

Unique Browsers **51,951**
 Page Views **1,570,392**
 Average Visit Duration **00:08:33**

SOCIAL MEDIA



FACEBOOK

301,626
 LIKES



TWITTER

11,494
 FOLLOWERS



INSTAGRAM

11,778
 FOLLOWERS

SOURCE: Effective Measure May Facebook / Twitter / Instagram