

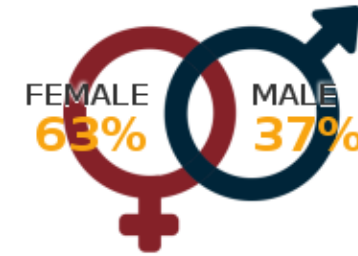
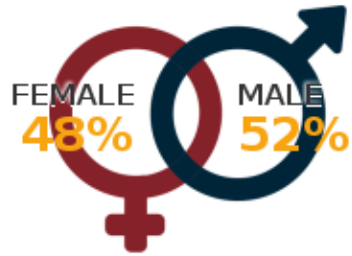
# EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

## 227,921

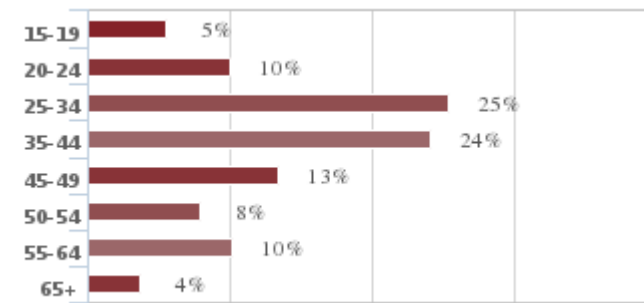
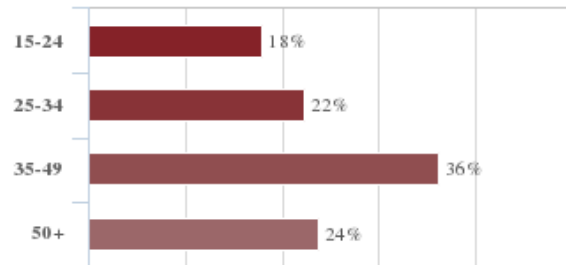
**329,000**  
PRINT REACH

**35,719**  
DIGITAL REACH (COMBINED UB'S)

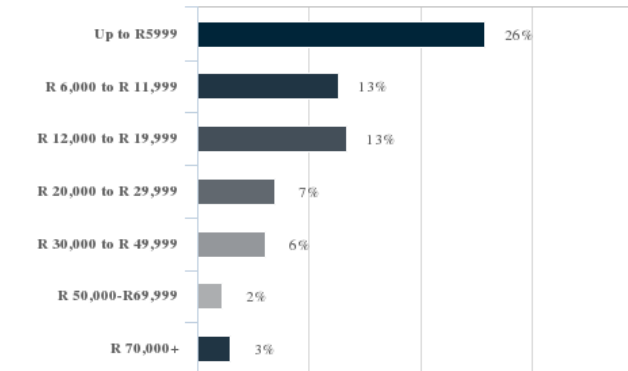
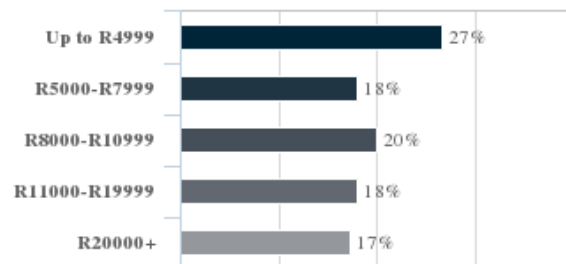
GENDER



AGE



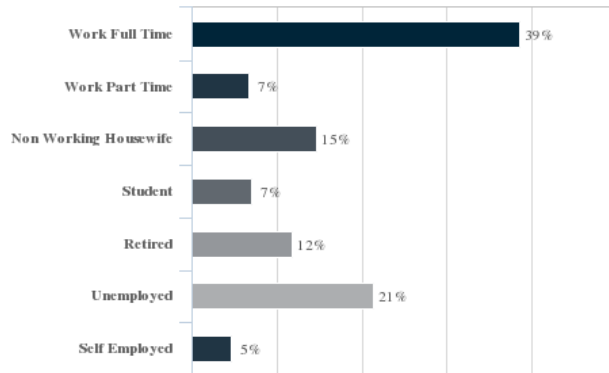
HH INCOME



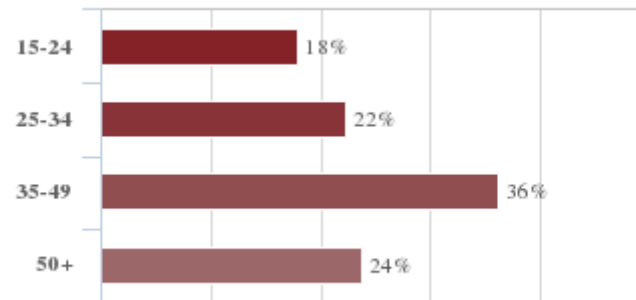
SOURCE: AMPS 2015 AB / Effective Measure December / ABC / Facebook / Twitter / Instagram

Readership: **329,000**  
Circulation: **38,066**

EMPLOYMENT

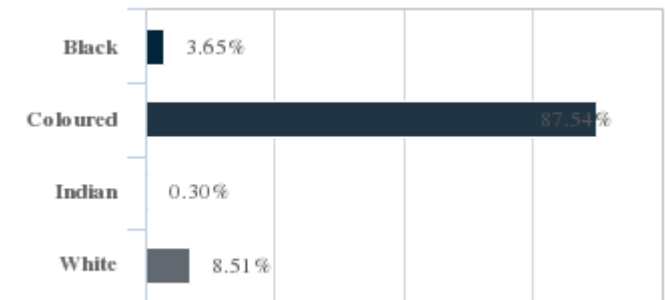


AGE

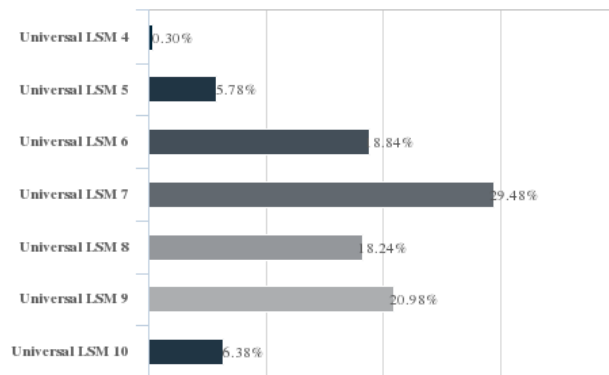


Average: 43

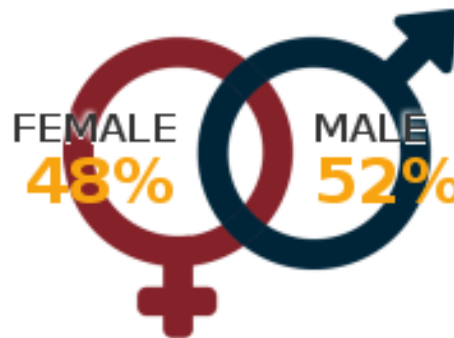
RACE



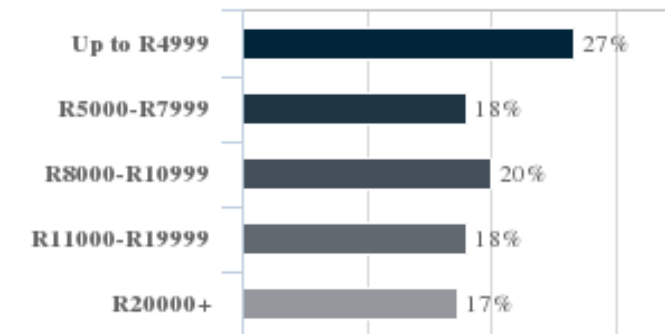
LSM



GENDER



HH INCOME



Average: R 5,651

SOURCE: AMPS 2015 AB



**ALL DEVICES**

Unique Browsers **35,719**  
 Page Views **369,866**  
 Average Visit Duration **00:03:59**



**MOBILE**

Unique Browsers **30,812**  
 Page Views **236,689**  
 Average Visit Duration **00:03:01**



**PC**

Unique Browsers **4,908**  
 Page Views **133,178**  
 Average Visit Duration **00:08:16**

**SOCIAL MEDIA**



**FACEBOOK**

**37,943**  
 LIKES



**TWITTER**

**1,421**  
 FOLLOWERS



**INSTAGRAM**

**1,485**  
 FOLLOWERS

SOURCE: Effective Measure December Facebook / Twitter / Instagram