

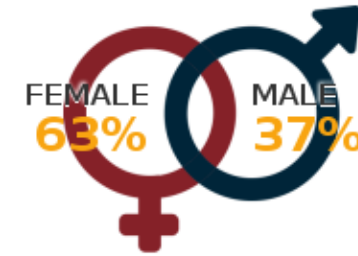
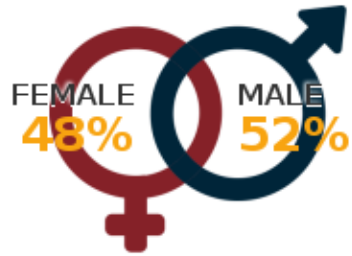
EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

242,845

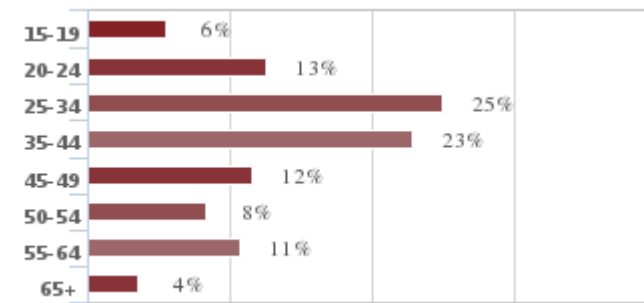
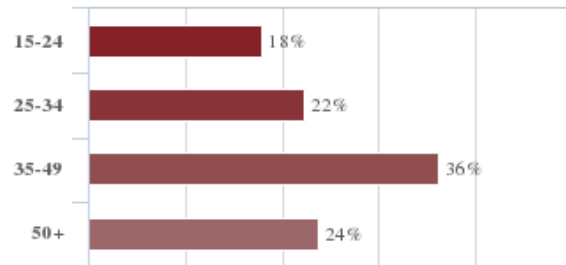
329,000
PRINT REACH

42,414
DIGITAL REACH (COMBINED UB'S)

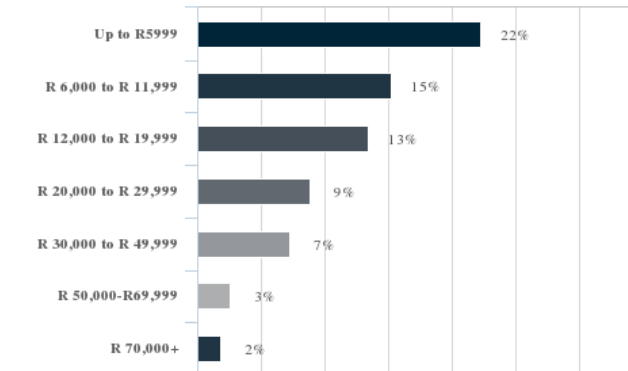
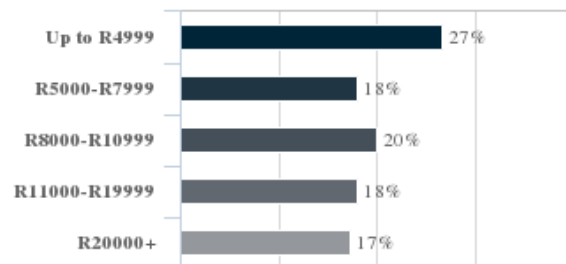
GENDER



AGE



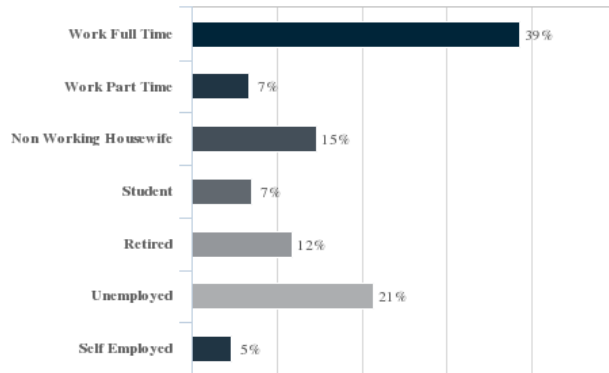
HH INCOME



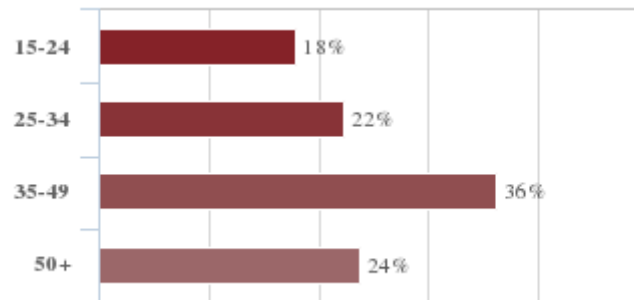
SOURCE: AMPS 2015 AB / Effective Measure October / ABC / Facebook / Twitter / Instagram

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

EMPLOYMENT

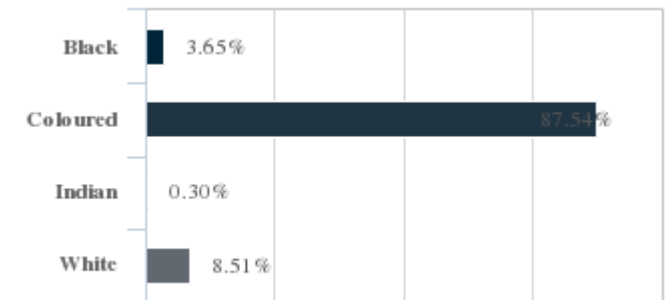


AGE

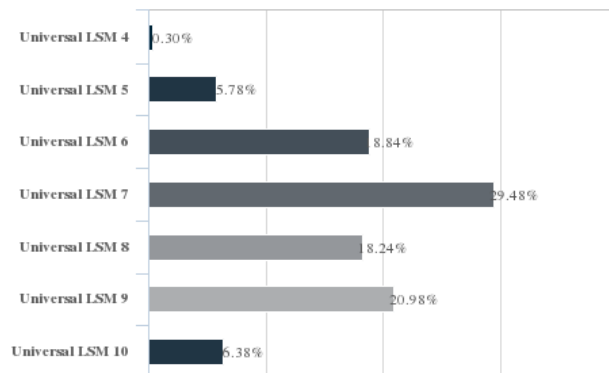


Average: 43

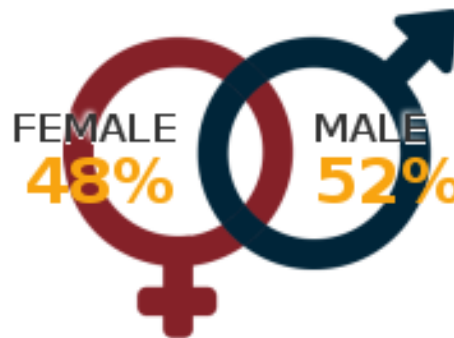
RACE



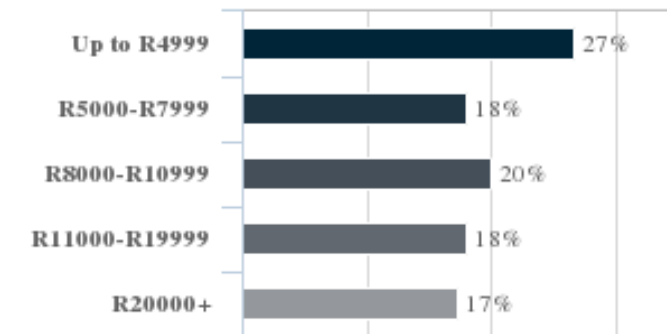
LSM



GENDER



HH INCOME



Average: R 5,651

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **42,414**
 Page Views **478,155**
 Average Visit Duration **00:04:15**



MOBILE

Unique Browsers **35,374**
 Page Views **280,874**
 Average Visit Duration **00:03:13**



PC

Unique Browsers **7,040**
 Page Views **197,281**
 Average Visit Duration **00:07:52**

SOCIAL MEDIA



FACEBOOK

37,495
 LIKES



TWITTER

1,402
 FOLLOWERS



INSTAGRAM

1,456
 FOLLOWERS

SOURCE: Effective Measure September / Facebook / Twitter / Instagram