

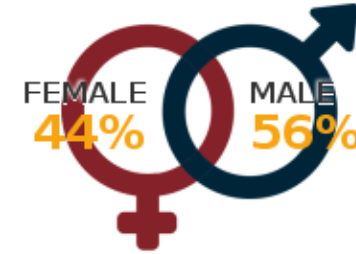
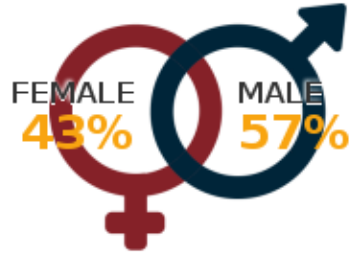
EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

3,897,148

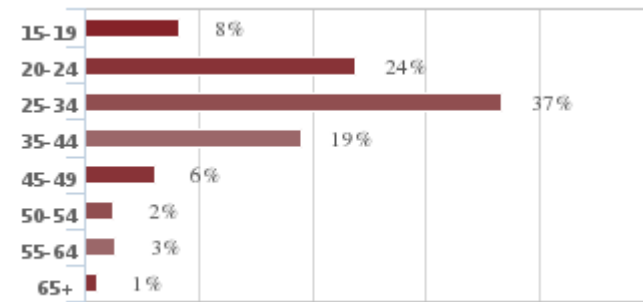
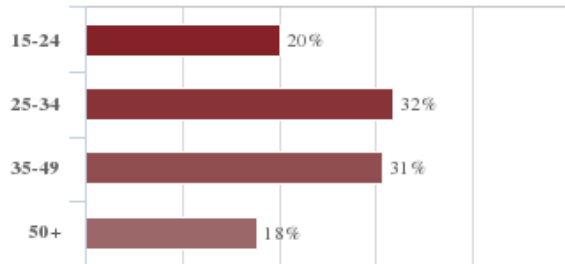
4,951,000
PRINT REACH

1,286,585
DIGITAL REACH (COMBINED UB'S)

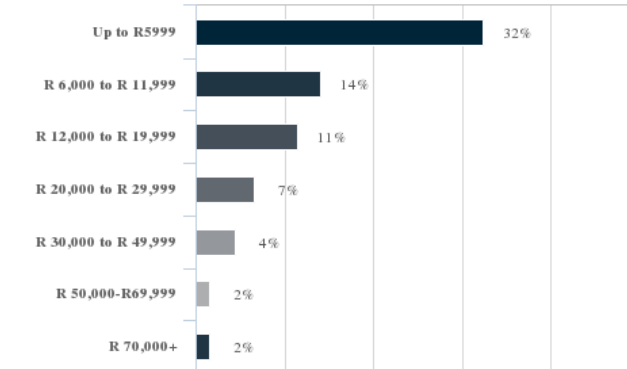
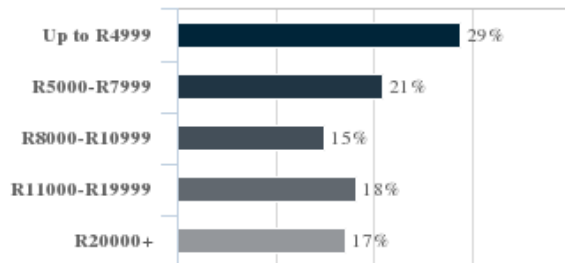
GENDER



AGE



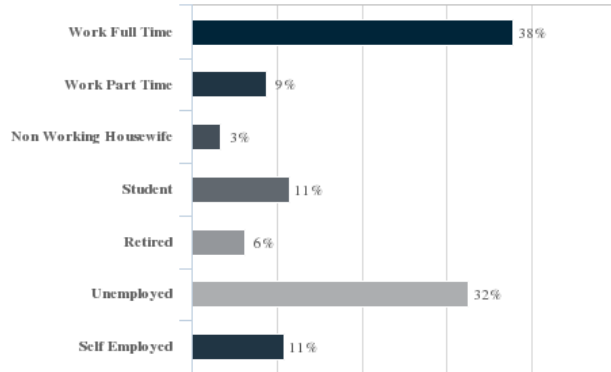
HH INCOME



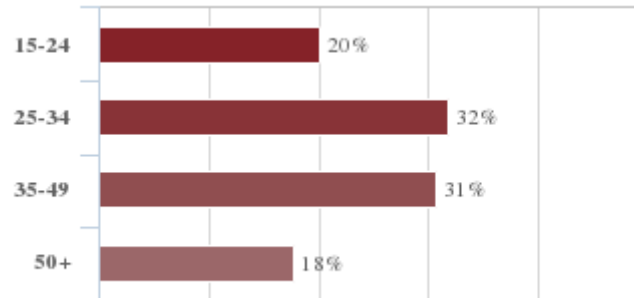
SOURCE: AMPS 2015 AB / Effective Measure January / ABC / Facebook / Twitter / Instagram

Readership: **4,951,000**
 Circulation: **143,981**

EMPLOYMENT

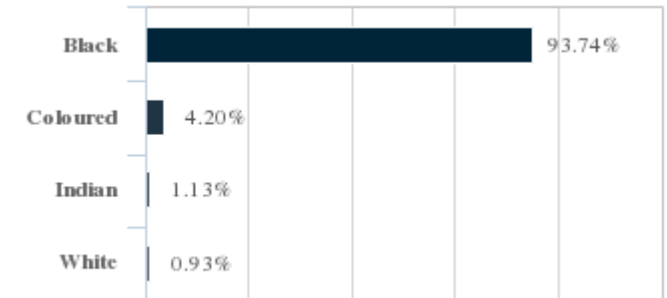


AGE

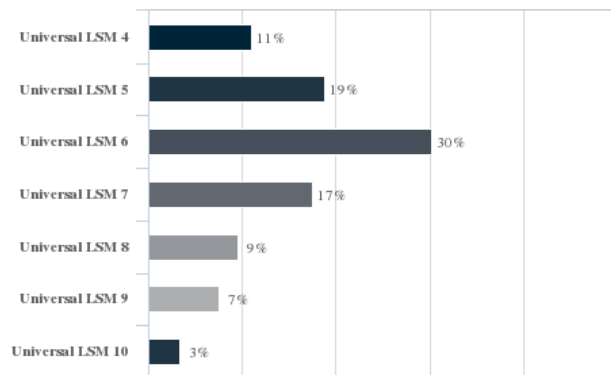


Average: 40

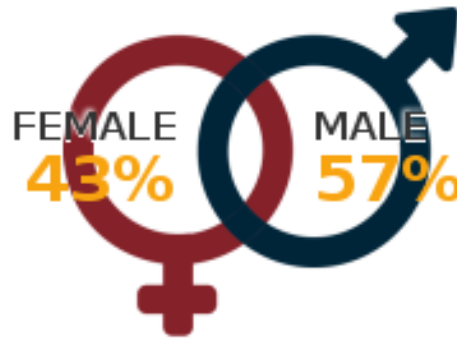
RACE



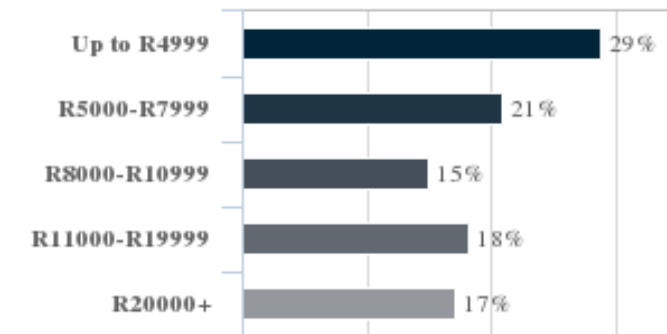
LSM



GENDER



HH INCOME



Average: R 6,307

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **1,286,585**
Page Views **12,536,007**
Average Visit Duration **00:04:26**



MOBILE

Unique Browsers **1,127,185**
Page Views **7,833,445**
Average Visit Duration **00:02:55**



PC

Unique Browsers **159,400**
Page Views **4,702,562**
Average Visit Duration **00:09:34**

SOCIAL MEDIA



FACEBOOK

1,679,445
LIKES



TWITTER

81,565
FOLLOWERS



INSTAGRAM

29,788
FOLLOWERS

SOURCE: Effective Measure January Facebook / Twitter / Instagram