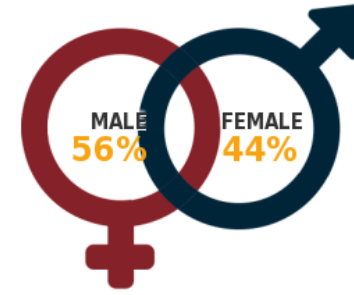
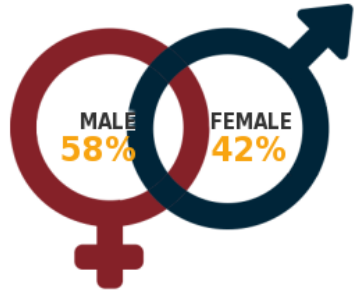


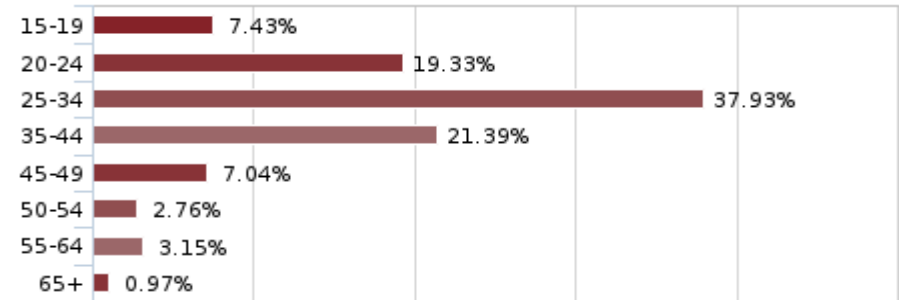
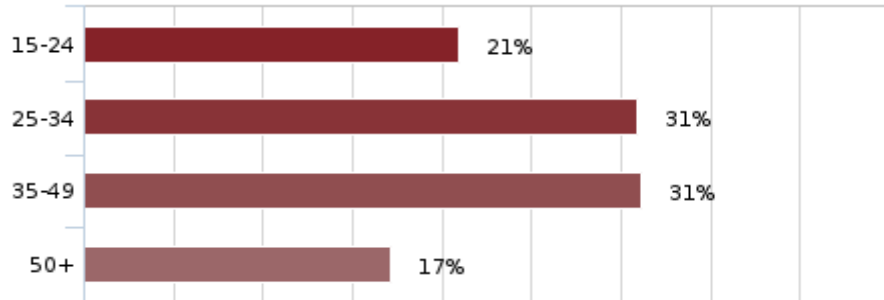
3,176,000  
PRINT REACH

829,183  
DIGITAL REACH (COMBINED UB'S)

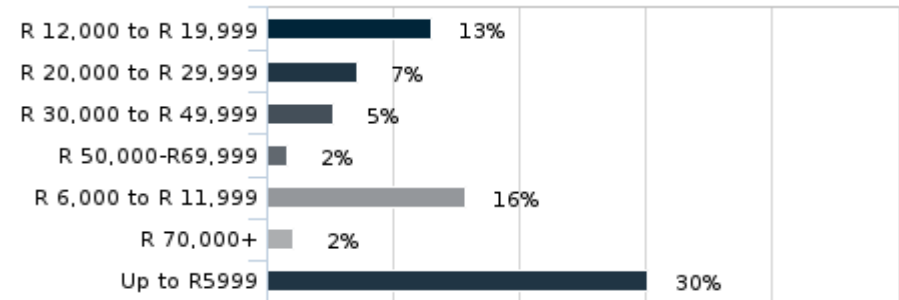
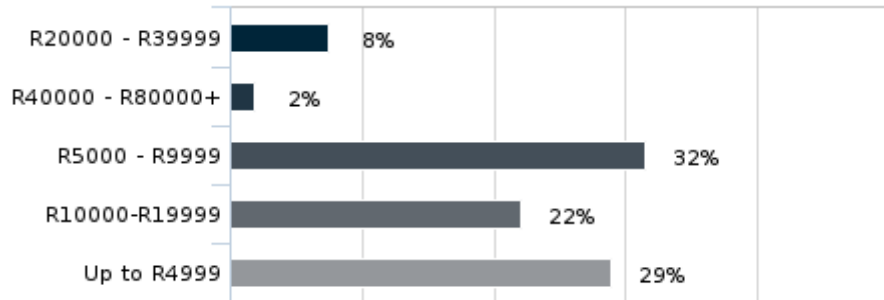
GENDER



AGE



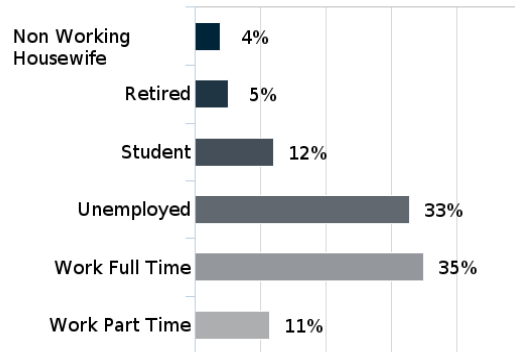
HH INCOME



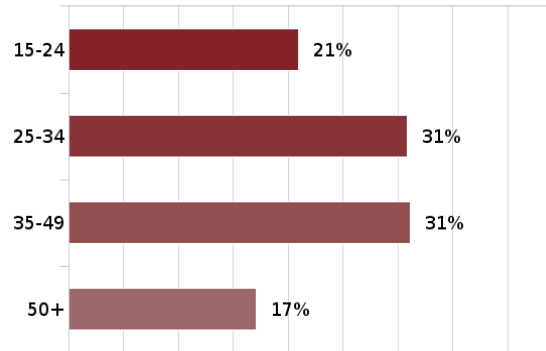
SOURCE: PAMS 2017 / Effective Measure June / ABC / Facebook / Twitter / Instagram

Readership: **3,176,000**  
Circulation: **141,187**

### EMPLOYMENT

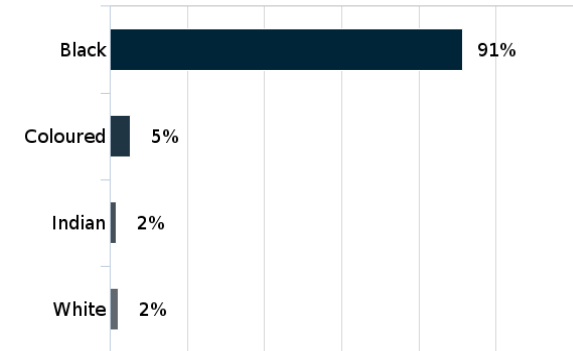


### AGE

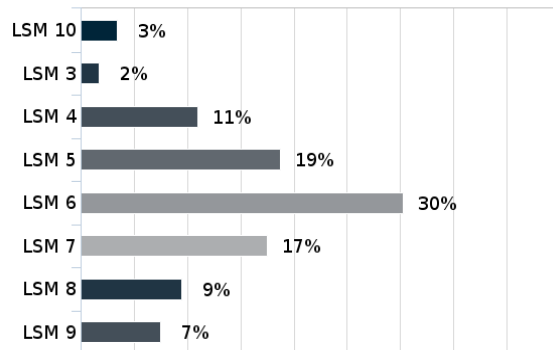


Average: 40

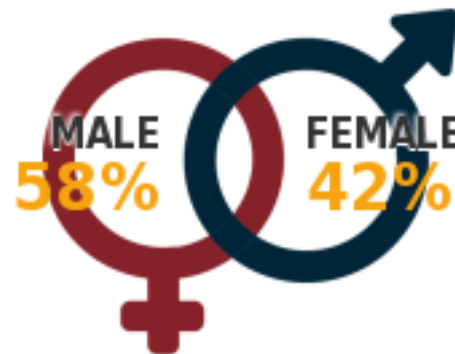
### RACE



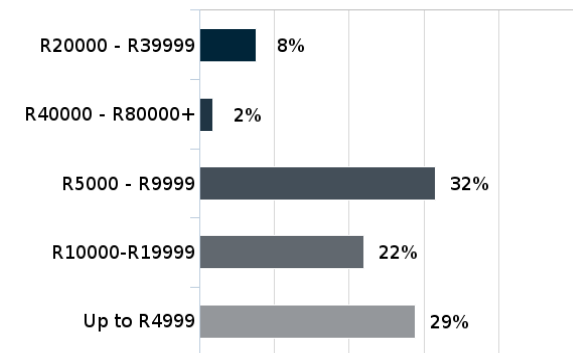
### LSM



### GENDER



### HH INCOME



Average: R 6,307

SOURCE: PAMS 2017



## ALL DEVICES

Unique Browsers **829,183**  
Page Views **11,109,685**  
Average Visit Duration **00:05:57**



## MOBILE

Unique Browsers **682,059**  
Page Views **6,099,182**  
Average Visit Duration **00:03:55**



## PC

Unique Browsers **147,124**  
Page Views **5,010,503**  
Average Visit Duration **00:10:09**

## SOCIAL MEDIA



## FACEBOOK

**1,722,124**  
LIKES



## TWITTER

**87,721**  
FOLLOWERS



## INSTAGRAM

**29,833**  
FOLLOWERS

SOURCE: Effective Measure June / Facebook / Twitter / Instagram