

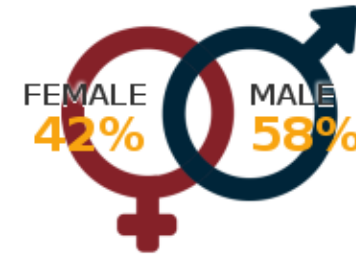
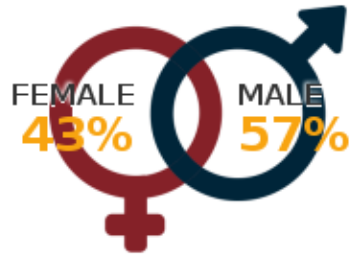
EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

3,905,019

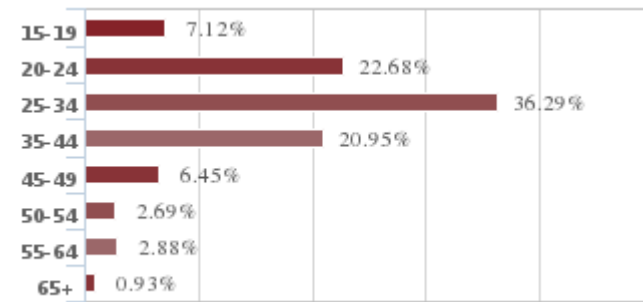
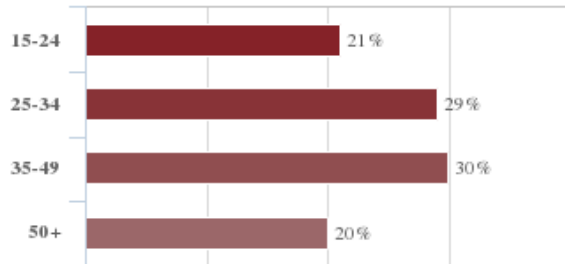
4,951,000
PRINT REACH

1,332,655
DIGITAL REACH (COMBINED UB'S)

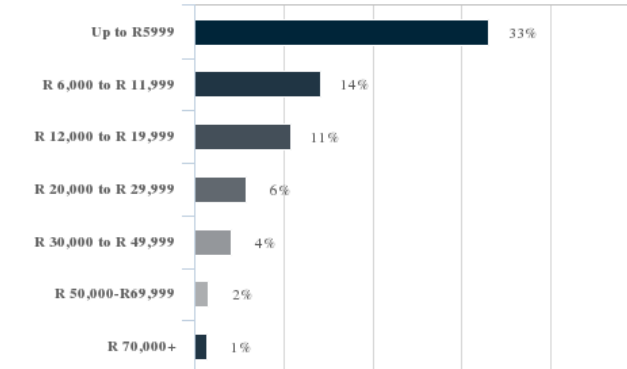
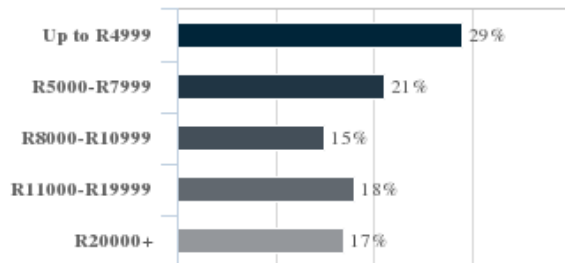
GENDER



AGE



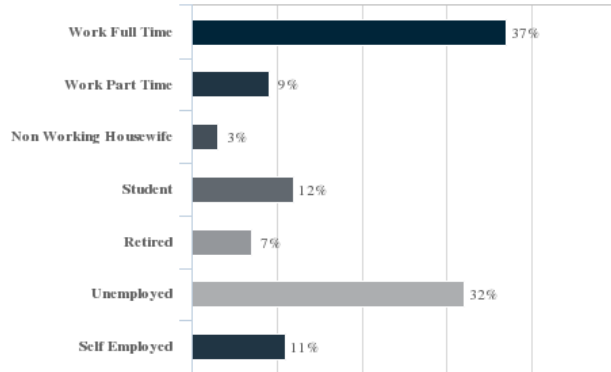
HH INCOME



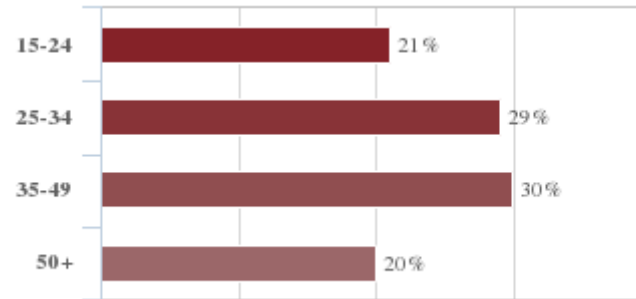
SOURCE: AMPS 2015 AB / Effective Measure August/ Facebook / Twitter / Instagram

Readership: **4,951,000**
 Circulation: **164,923**

EMPLOYMENT

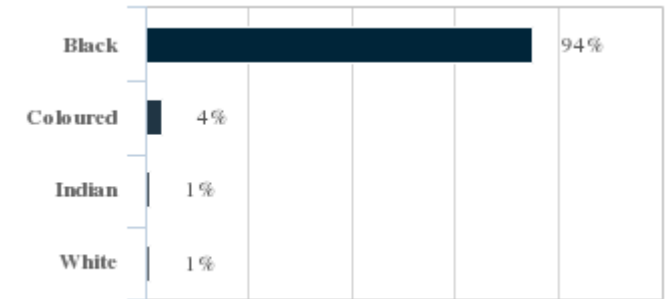


AGE

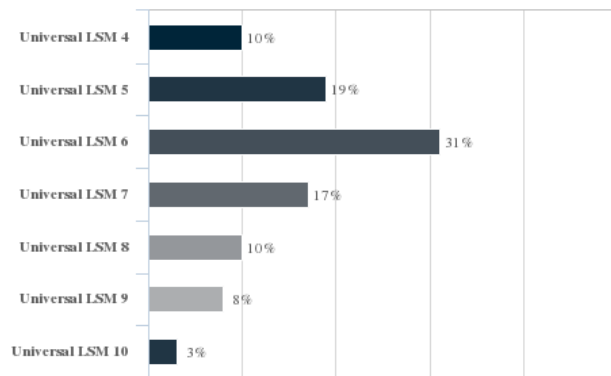


Average: 40

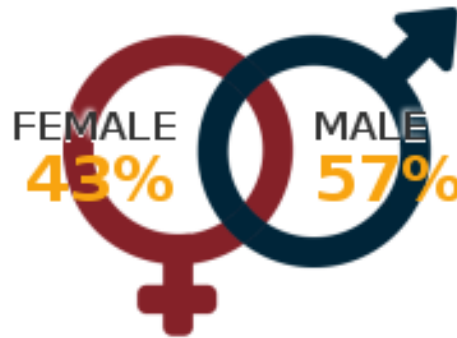
RACE



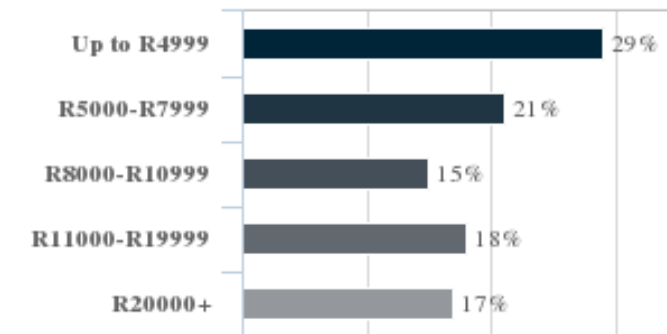
LSM



GENDER



HH INCOME



Average: R 6,307

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **1,332,655**
Page Views **15,615,833**
Average Visit Duration **00:05:03**



MOBILE

Unique Browsers **1,136,656**
Page Views **10,145,429**
Average Visit Duration **00:03:48**



PC

Unique Browsers **195,999**
Page Views **5,470,404**
Average Visit Duration **00:09:05**

SOCIAL MEDIA



FACEBOOK

1,605,910
LIKES



TWITTER

77,774
FOLLOWERS



INSTAGRAM

29,748
FOLLOWERS

SOURCE: Effective Measure August / Facebook / Twitter / Instagram