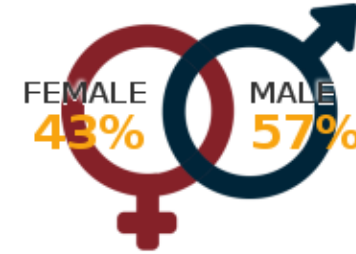
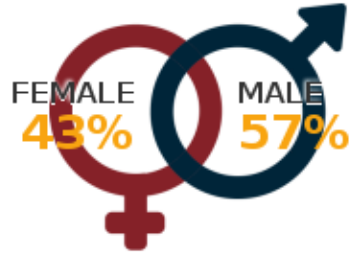


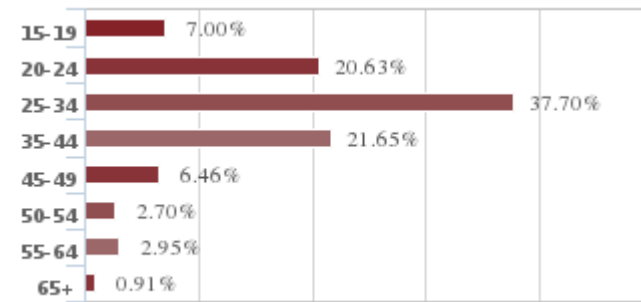
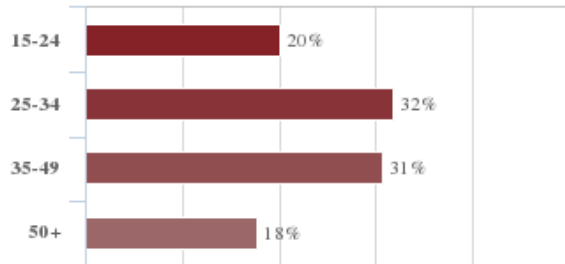
4,951,000
PRINT REACH

1,184,668
DIGITAL REACH (COMBINED UB'S)

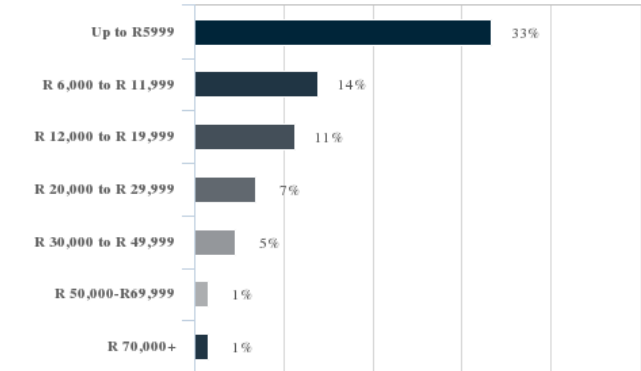
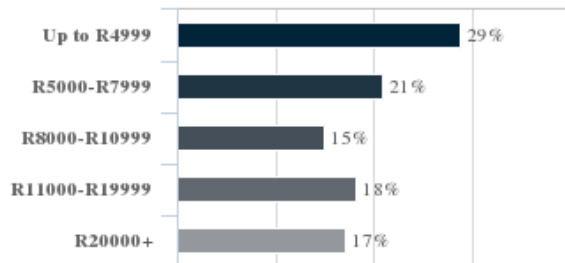
GENDER



AGE



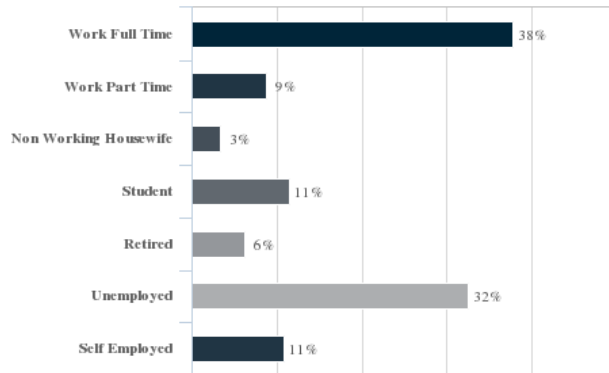
HH INCOME



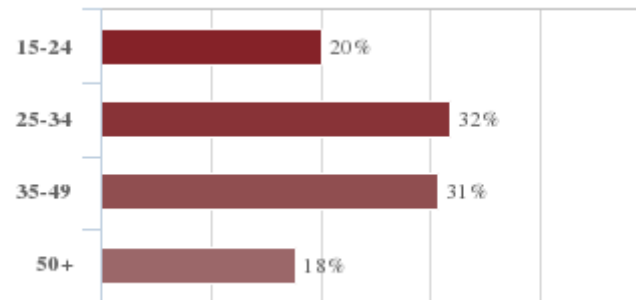
SOURCE: AMPS 2015 AB / Effective Measure October / ABC / Facebook / Twitter / Instagram

Readership: **4,951,000**
Circulation: **155,908**

EMPLOYMENT

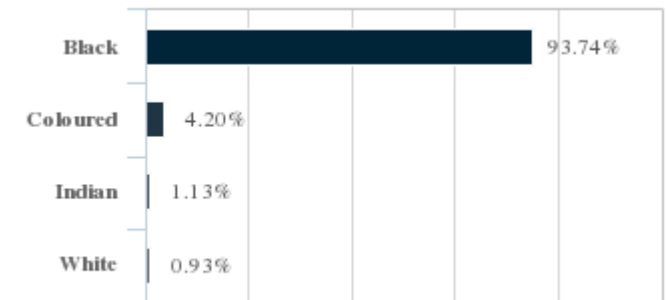


AGE

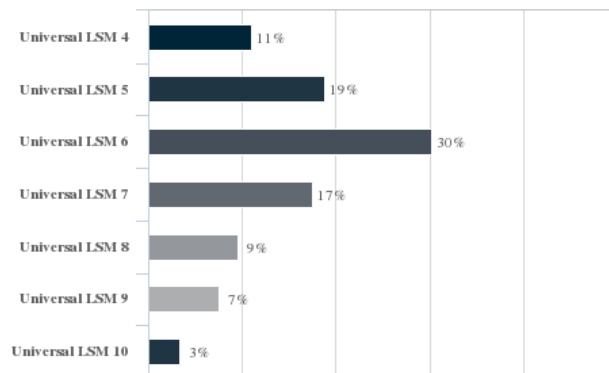


Average: 40

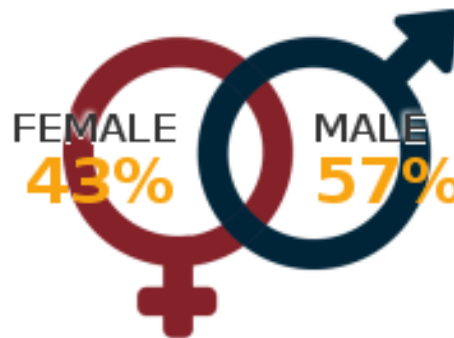
RACE



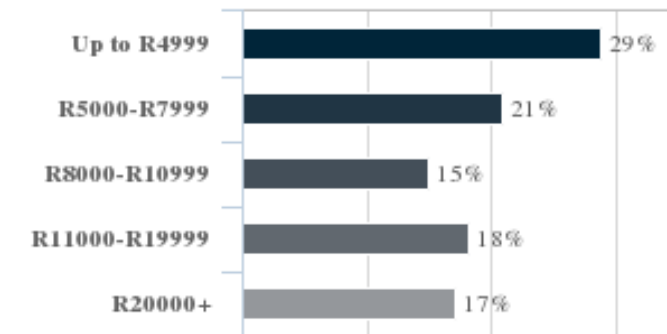
LSM



GENDER



HH INCOME



Average: R 6,307

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **1,184,668**
Page Views **14,246,052**
Average Visit Duration **00:05:13**



MOBILE

Unique Browsers **996,606**
Page Views **8,869,727**
Average Visit Duration **00:03:50**



PC

Unique Browsers **188,062**
Page Views **5,376,325**
Average Visit Duration **00:09:07**

SOCIAL MEDIA



FACEBOOK

1,639,638
LIKES



TWITTER

79,486
FOLLOWERS



INSTAGRAM

29,740
FOLLOWERS

SOURCE: Effective Measure September / Facebook / Twitter / Instagram