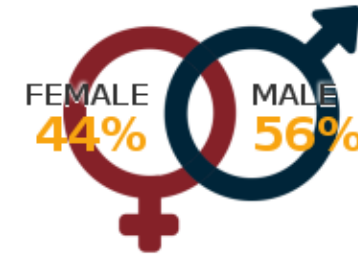
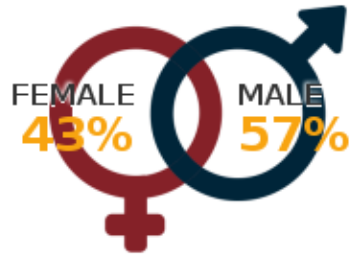


EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) : 3,789,418

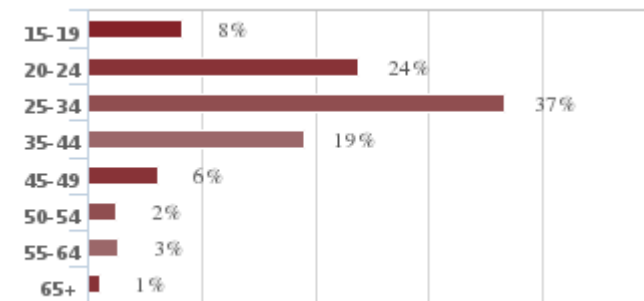
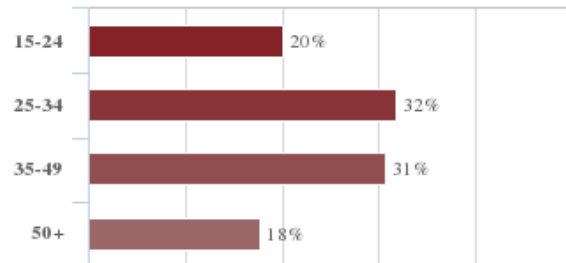
4,951,000
PRINT REACH

1,593,334
DIGITAL REACH (COMBINED UB'S)

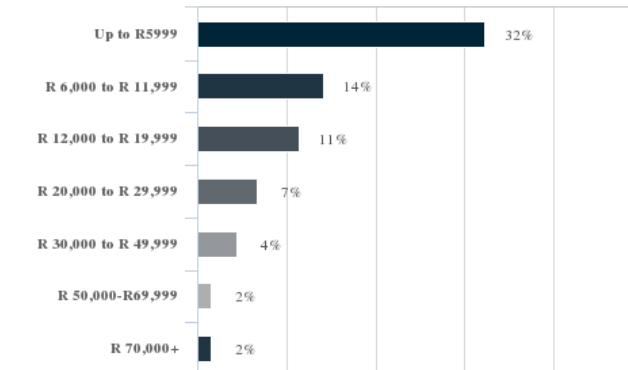
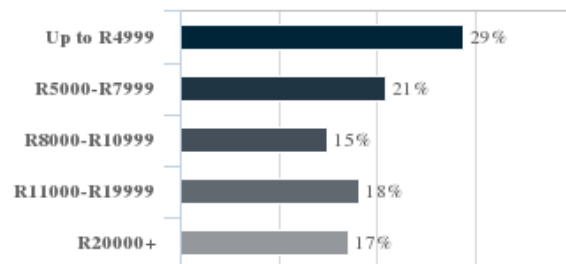
GENDER



AGE



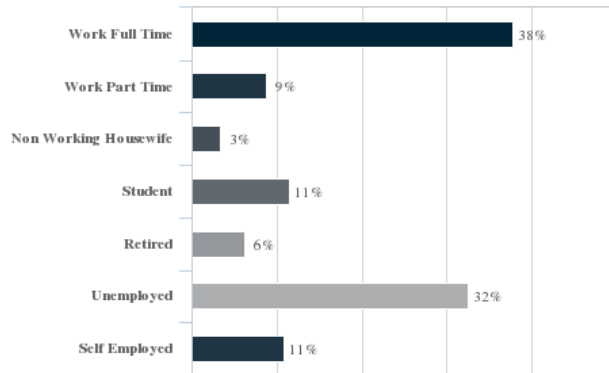
HH INCOME



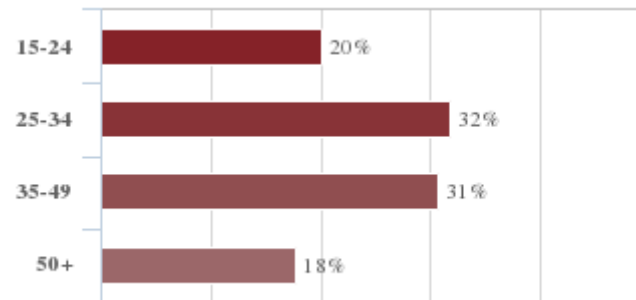
SOURCE: AMPS 2015 AB / Effective Measure December / ABC / Facebook / Twitter / Instagram

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

EMPLOYMENT

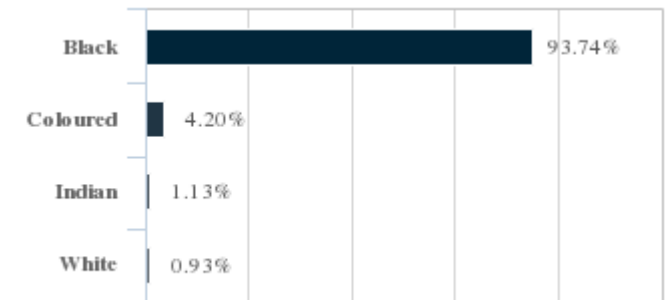


AGE

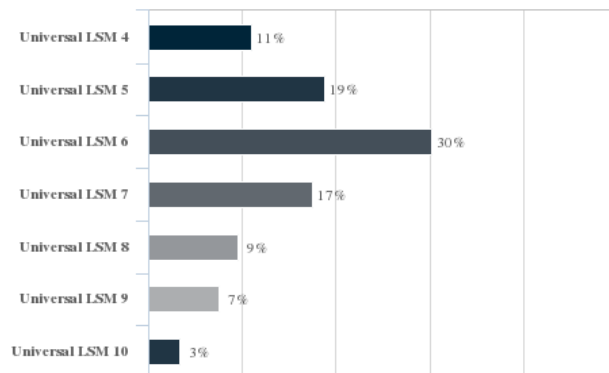


Average: 40

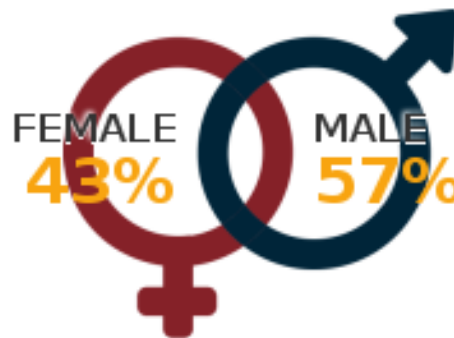
RACE



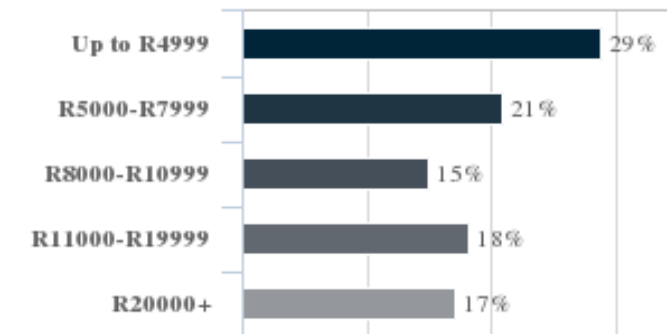
LSM



GENDER



HH INCOME



Average: R 6,307

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **1,593,334**
Page Views **13,478,048**
Average Visit Duration **00:03:40**



MOBILE

Unique Browsers **1,457,573**
Page Views **9,616,294**
Average Visit Duration **00:02:35**



PC

Unique Browsers **135,761**
Page Views **3,861,754**
Average Visit Duration **00:09:39**

SOCIAL MEDIA



FACEBOOK

1,668,234
LIKES



TWITTER

80,736
FOLLOWERS



INSTAGRAM

29,784
FOLLOWERS

SOURCE: Effective Measure December Facebook / Twitter / Instagram