

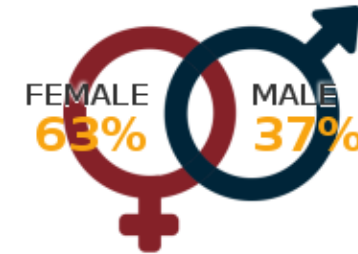
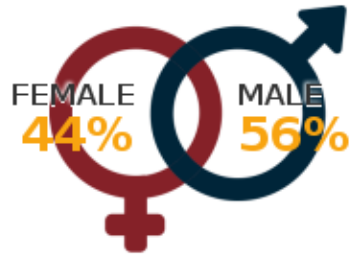
EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

748,211

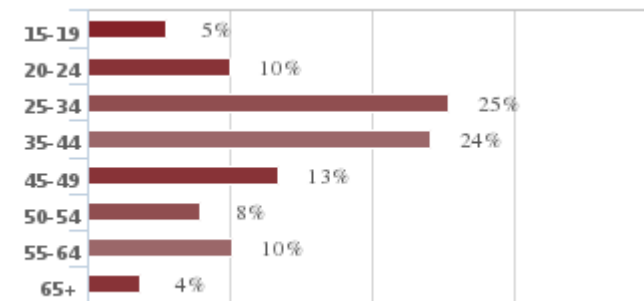
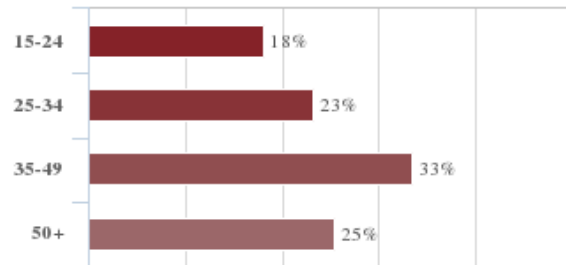
940,000
PRINT REACH

250,451
DIGITAL REACH (COMBINED UB'S)

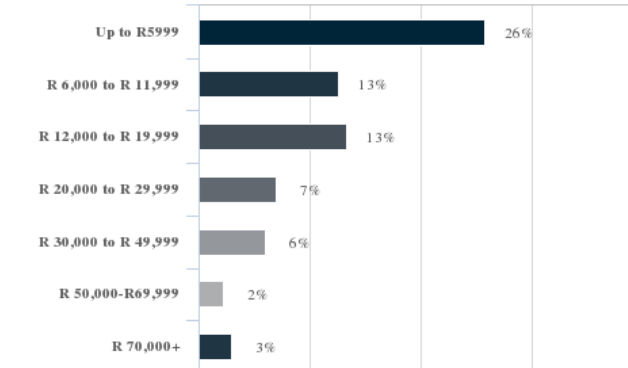
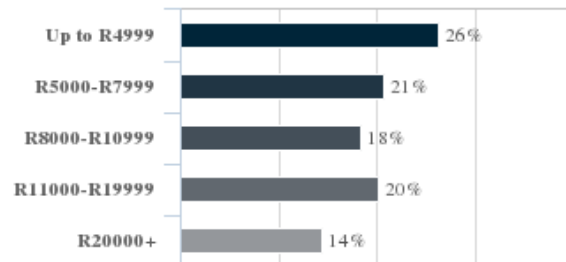
GENDER



AGE



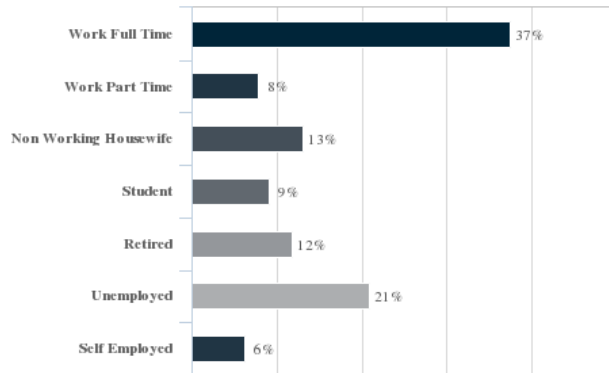
HH INCOME



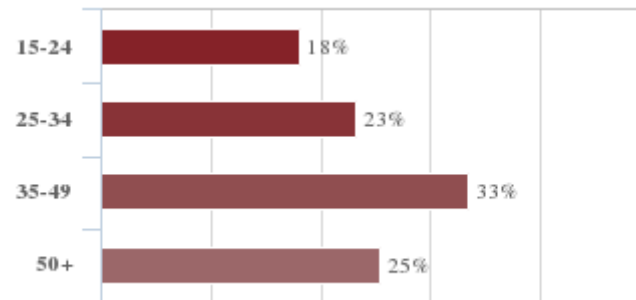
SOURCE: AMPS 2015 AB / Effective Measure January / ABC / Facebook / Twitter / Instagram

Readership: **940,000**
Circulation: **66,043**

EMPLOYMENT

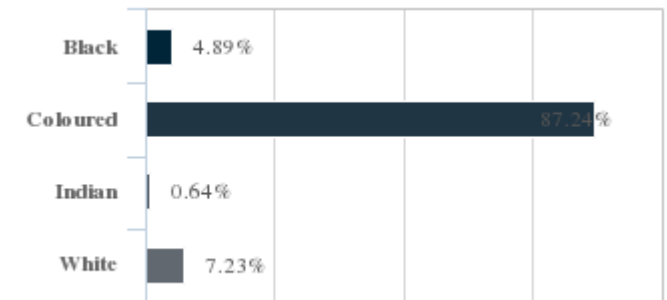


AGE

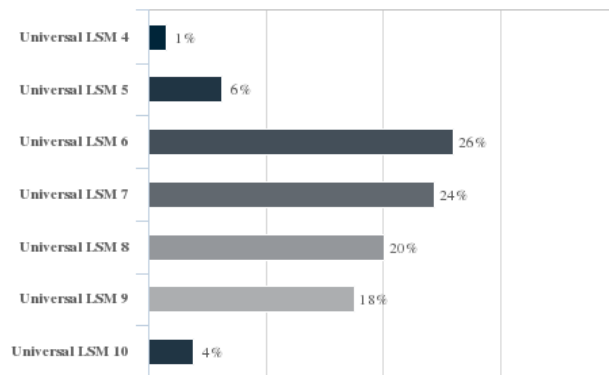


Average: 44

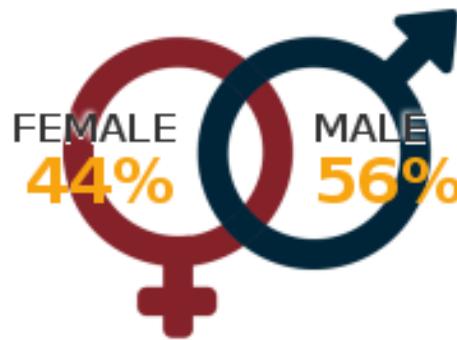
RACE



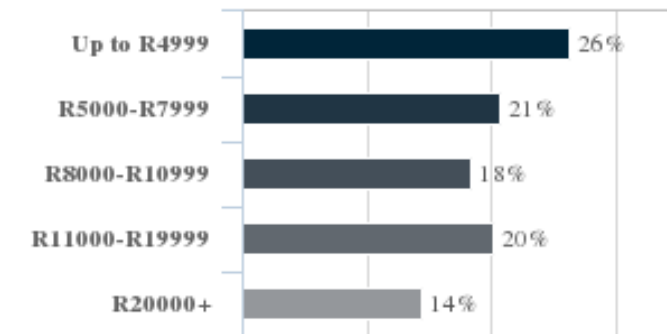
LSM



GENDER



HH INCOME



Average: R 5,224

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **250,451**
 Page Views **2,998,681**
 Average Visit Duration **00:04:15**



MOBILE

Unique Browsers **206,586**
 Page Views **1,744,494**
 Average Visit Duration **00:03:07**



PC

Unique Browsers **43,865**
 Page Views **1,254,187**
 Average Visit Duration **00:08:02**

SOCIAL MEDIA



FACEBOOK

296,012
 LIKES



TWITTER

11,091
 FOLLOWERS



INSTAGRAM

11,596
 FOLLOWERS

SOURCE: Effective Measure January Facebook / Twitter / Instagram