

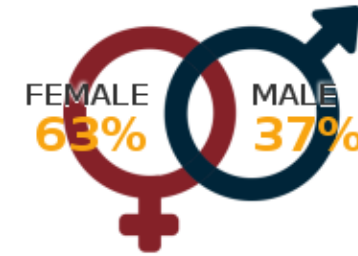
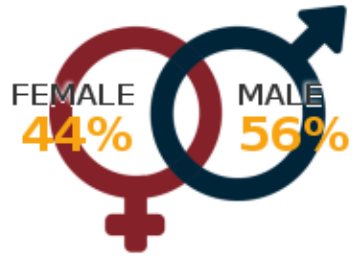
# EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

## 755,224

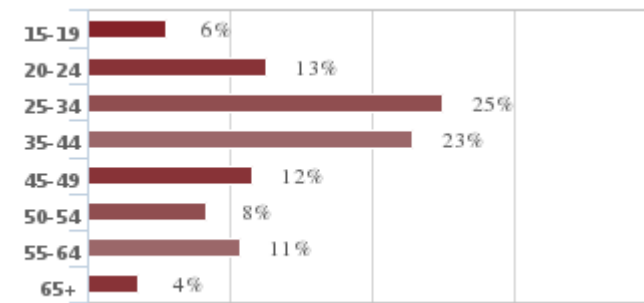
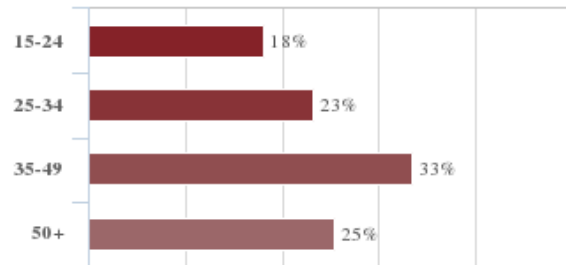
**940,000**  
**PRINT REACH**

**328,705**  
**DIGITAL REACH (COMBINED UB'S)**

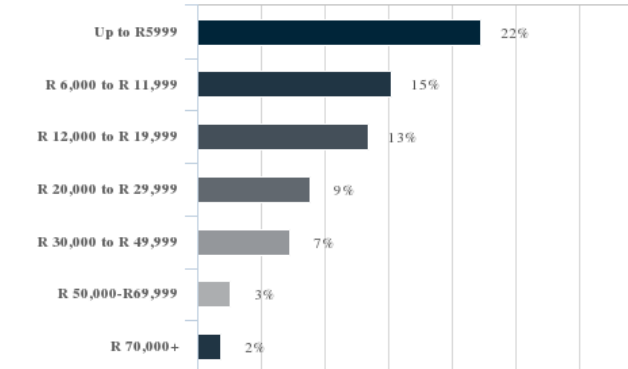
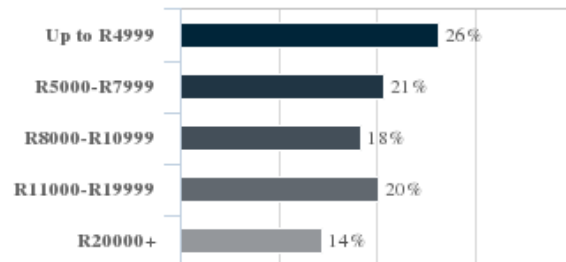
GENDER



AGE



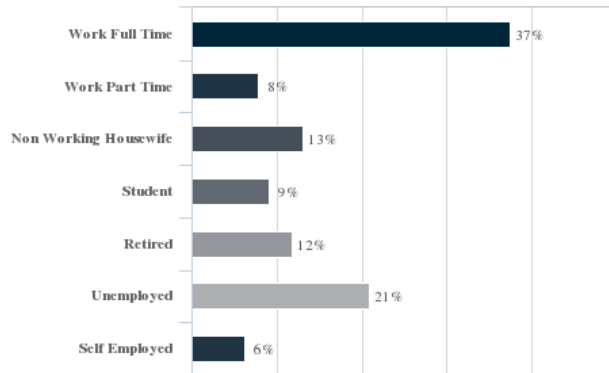
HH INCOME



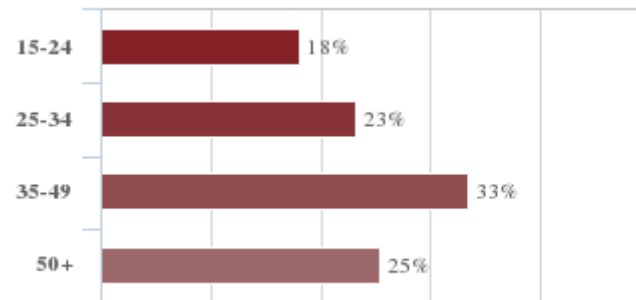
SOURCE: AMPS 2015 AB / Effective Measure October / ABC / Facebook / Twitter / Instagram

Readership: **940,000**  
Circulation: **66,645**

EMPLOYMENT

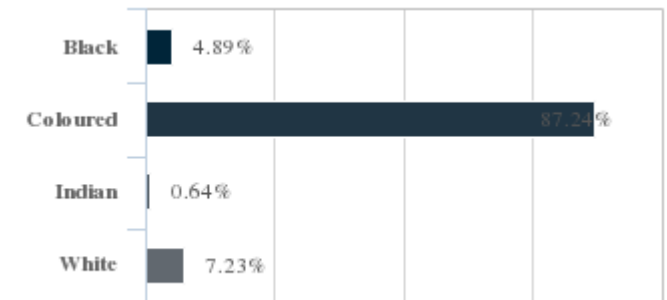


AGE

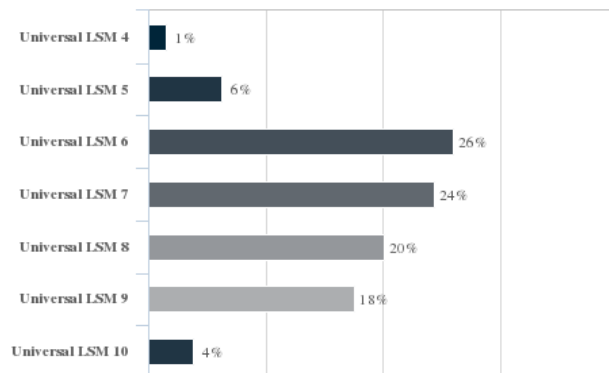


Average: 44

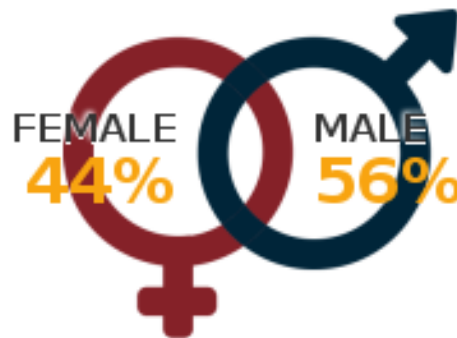
RACE



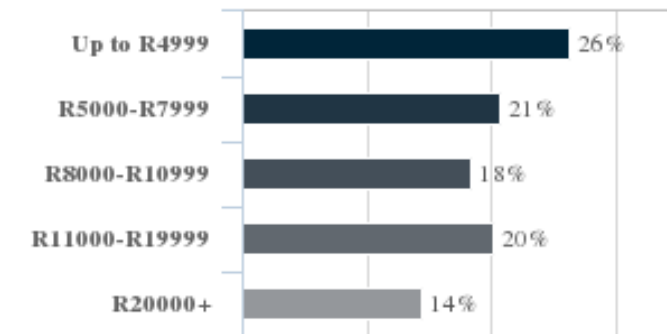
LSM



GENDER



HH INCOME



Average: R 5,224

SOURCE: AMPS 2015 AB



**ALL DEVICES**

Unique Browsers **328,705**  
 Page Views **3,705,704**  
 Average Visit Duration **00:04:15**



**MOBILE**

Unique Browsers **274,148**  
 Page Views **2,176,776**  
 Average Visit Duration **00:03:13**



**PC**

Unique Browsers **54,557**  
 Page Views **1,528,928**  
 Average Visit Duration **00:07:52**

**SOCIAL MEDIA**



**FACEBOOK**

**290,586**  
 LIKES



**TWITTER**

**10,865**  
 FOLLOWERS



**INSTAGRAM**

**11,285**  
 FOLLOWERS

SOURCE: Effective Measure September / Facebook / Twitter / Instagram