

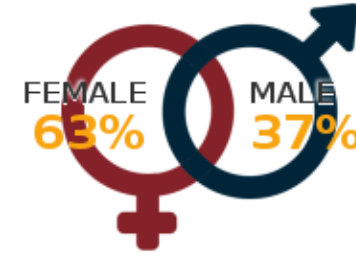
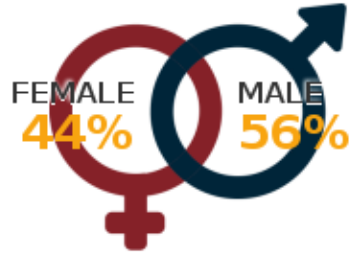
EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

720,047

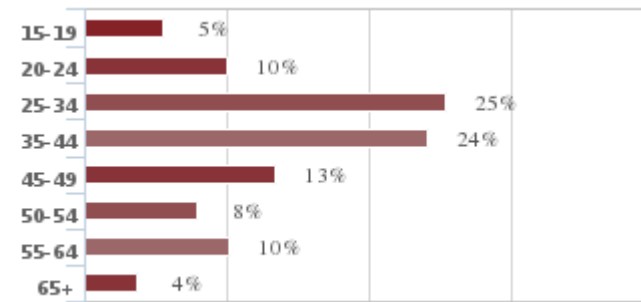
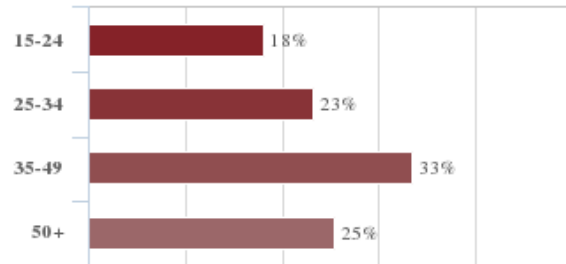
940,000
PRINT REACH

276,824
DIGITAL REACH (COMBINED UB'S)

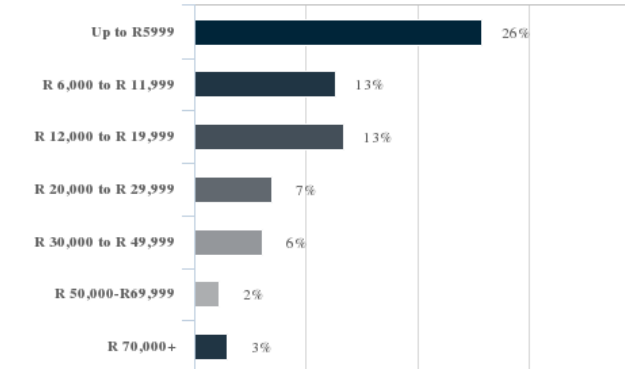
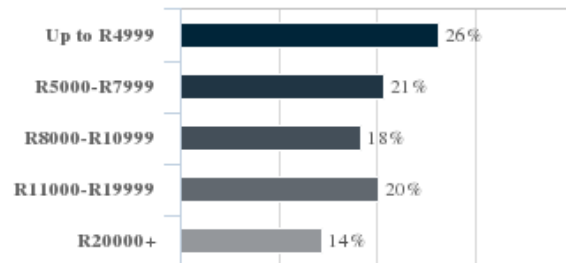
GENDER



AGE



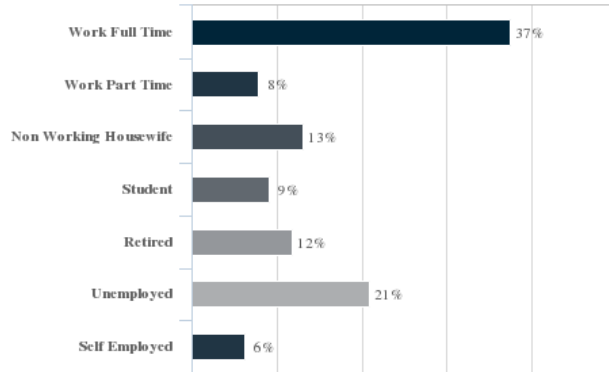
HH INCOME



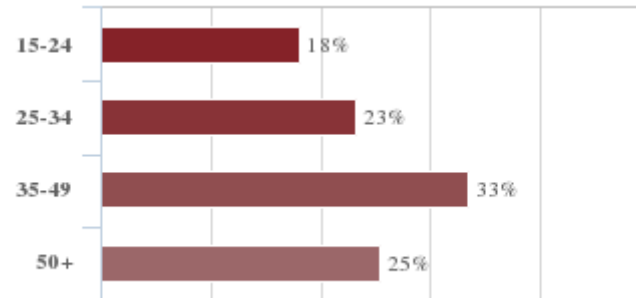
SOURCE: AMPS 2015 AB / Effective Measure December / ABC / Facebook / Twitter / Instagram

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

EMPLOYMENT

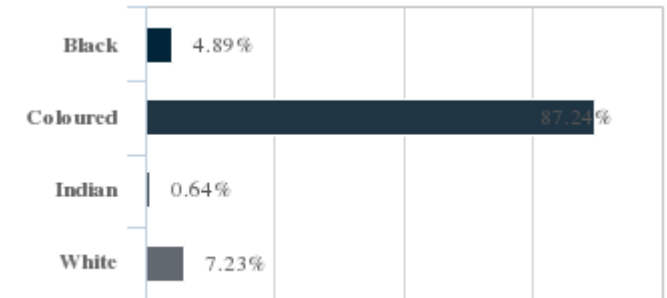


AGE

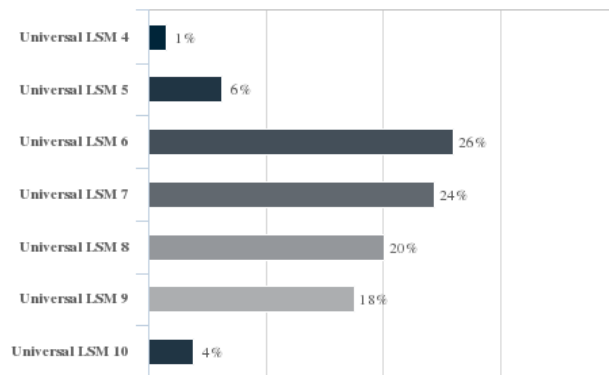


Average: 44

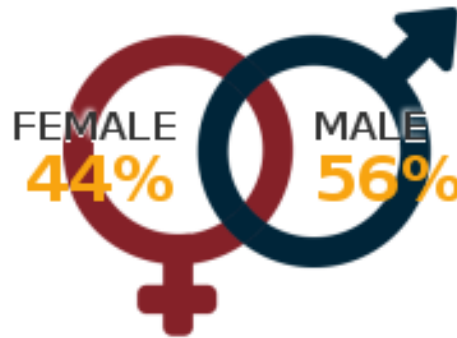
RACE



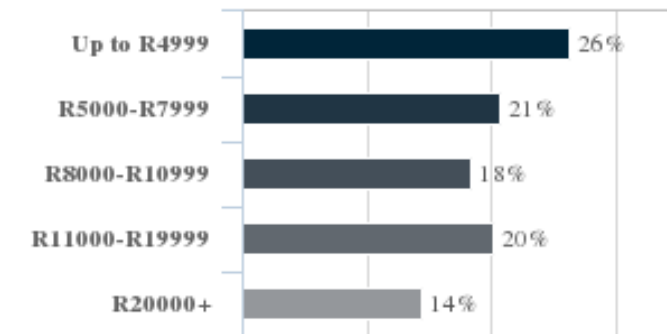
LSM



GENDER



HH INCOME



Average: R 5,224

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **276,824**
 Page Views **2,866,465**
 Average Visit Duration **00:03:59**



MOBILE

Unique Browsers **238,790**
 Page Views **1,834,336**
 Average Visit Duration **00:03:01**



PC

Unique Browsers **38,034**
 Page Views **1,032,129**
 Average Visit Duration **00:08:16**

SOCIAL MEDIA



FACEBOOK

294,061
 LIKES



TWITTER

11,013
 FOLLOWERS



INSTAGRAM

11,512
 FOLLOWERS

SOURCE: Effective Measure December Facebook / Twitter / Instagram