

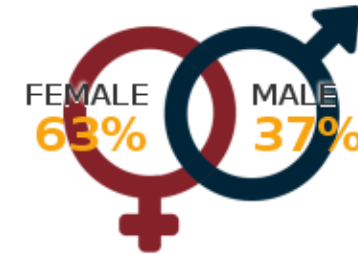
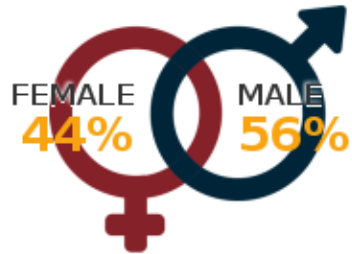
EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

756,029

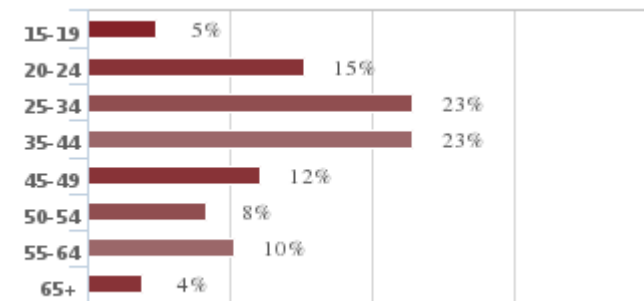
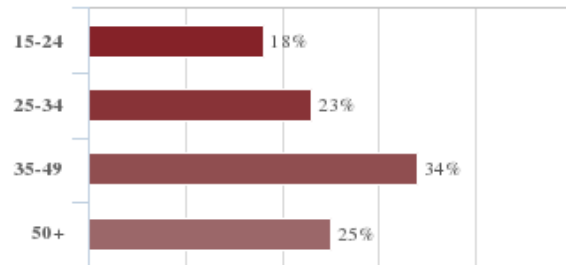
940,000
PRINT REACH

334,888
DIGITAL REACH (COMBINED UB'S)

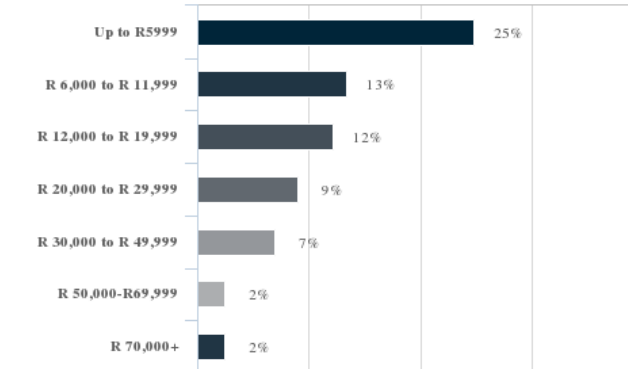
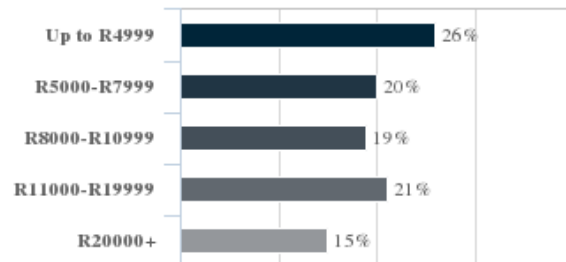
GENDER



AGE



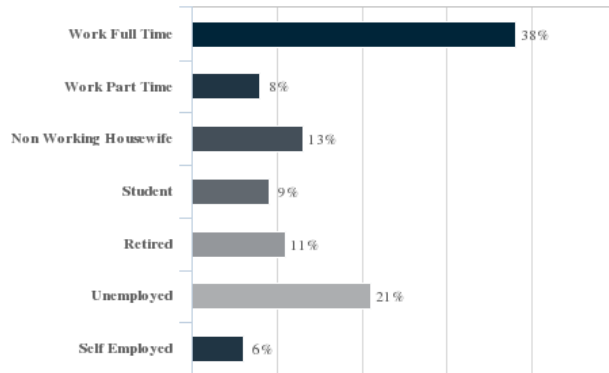
HH INCOME



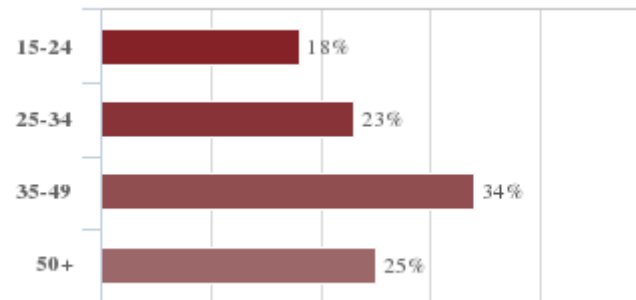
SOURCE: AMPS 2015 AB / Effective Measure August/ Facebook / Twitter / Instagram

Readership: **940,000**
Circulation: **72,057**

EMPLOYMENT

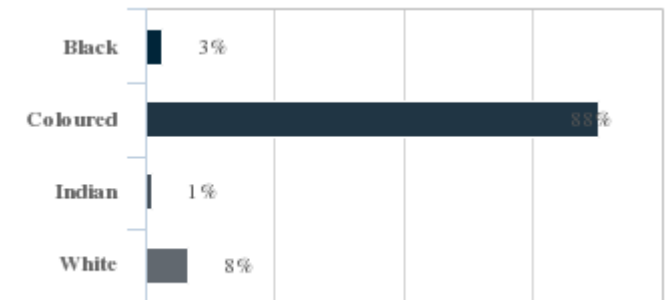


AGE

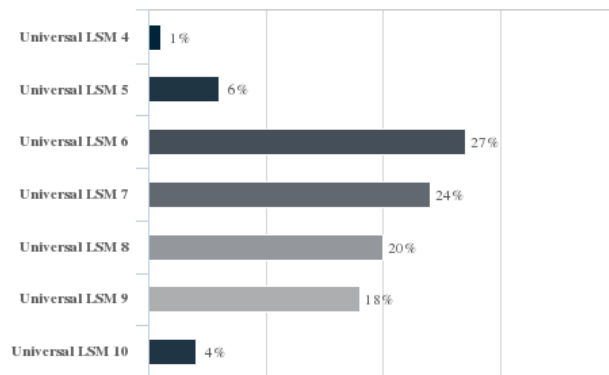


Average: 44

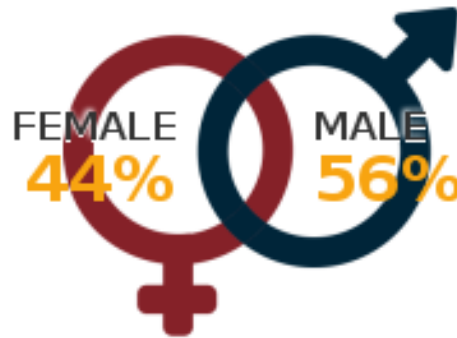
RACE



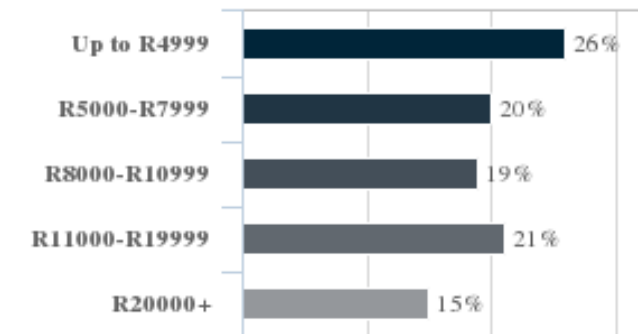
LSM



GENDER



HH INCOME



Average: R 5,224

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **334,888**
 Page Views **3,649,829**
 Average Visit Duration **00:04:13**



MOBILE

Unique Browsers **278,942**
 Page Views **2,195,879**
 Average Visit Duration **00:03:14**



PC

Unique Browsers **55,946**
 Page Views **1,453,950**
 Average Visit Duration **00:07:32**

SOCIAL MEDIA



FACEBOOK

286,824
 LIKES



TWITTER

10,657
 FOLLOWERS



INSTAGRAM

11,104
 FOLLOWERS

SOURCE: Effective Measure August / Facebook / Twitter / Instagram