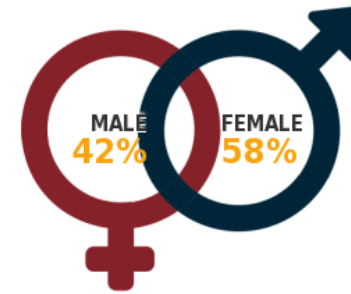
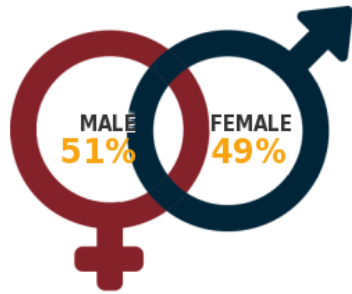


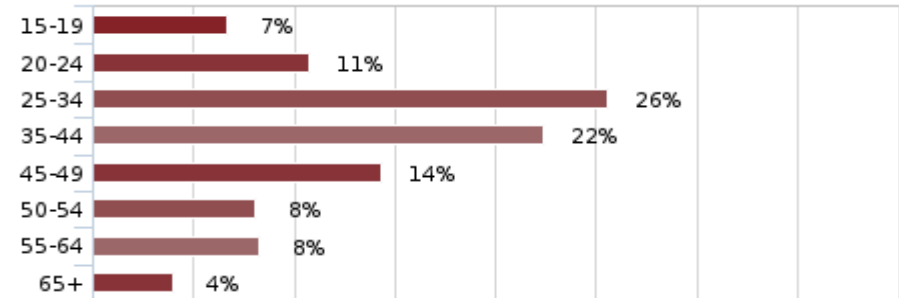
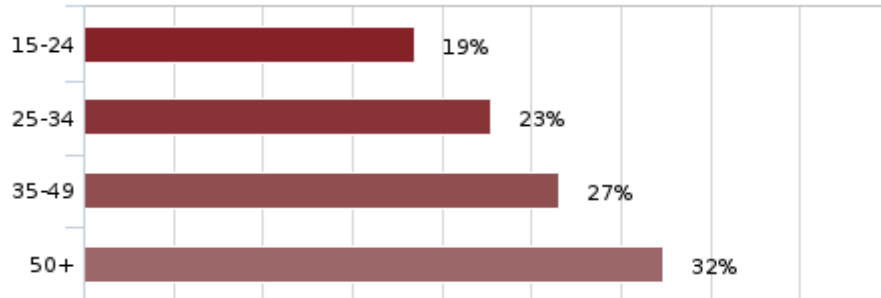
747,000
PRINT REACH

181,623
DIGITAL REACH (COMBINED UB'S)

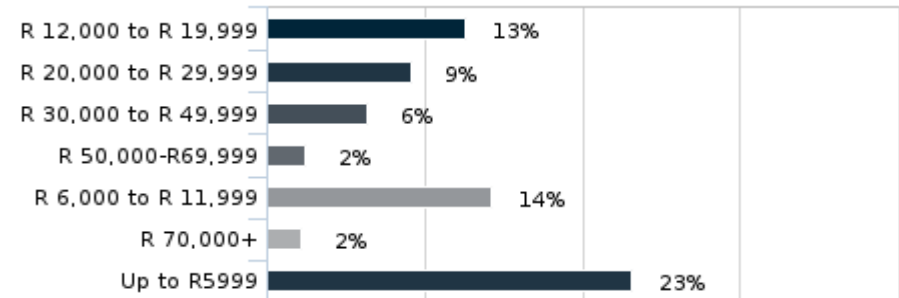
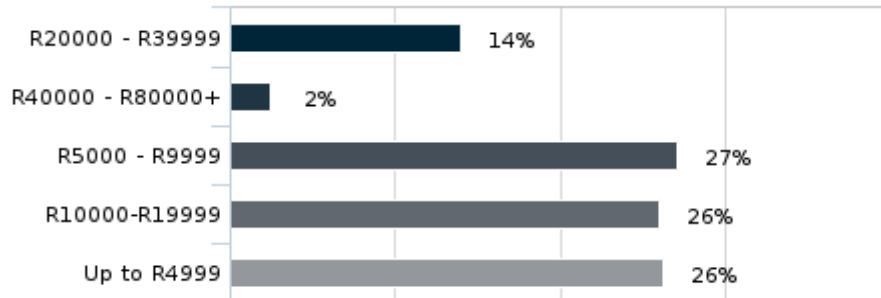
GENDER



AGE



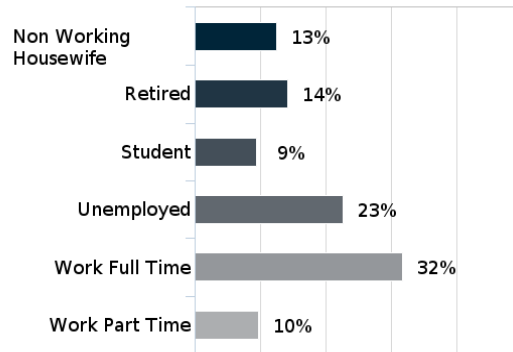
HH INCOME



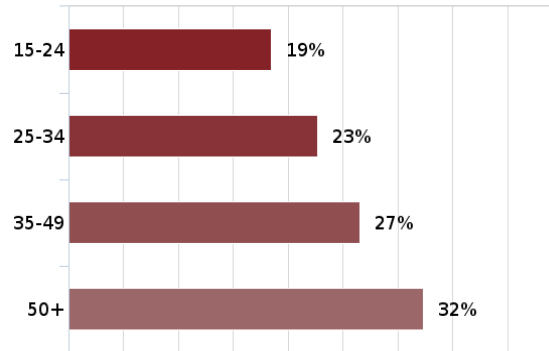
SOURCE: PAMS 2017 / Effective Measure June / ABC / Facebook / Twitter / Instagram

Readership: **747,000**
Circulation: **62,842**

EMPLOYMENT

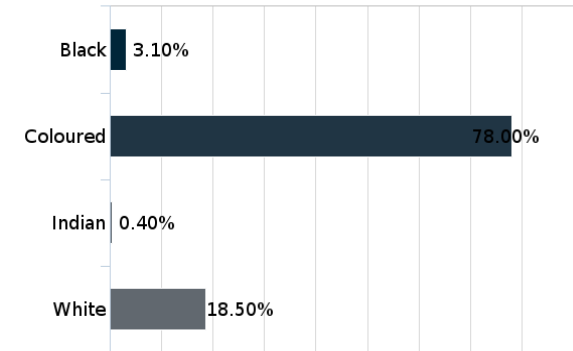


AGE

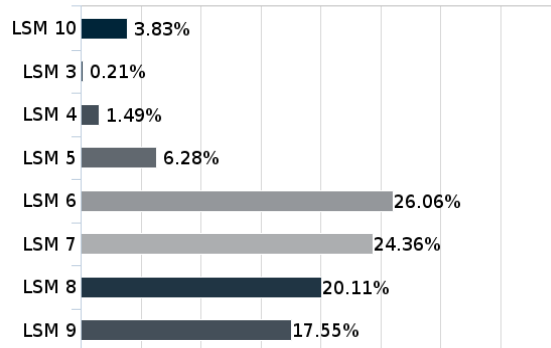


Average: 44

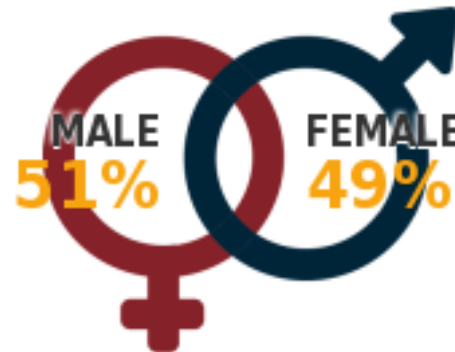
RACE



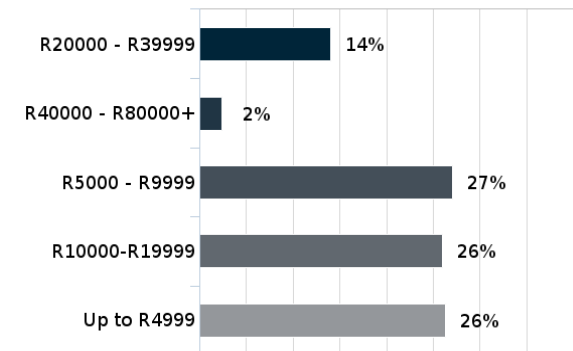
LSM



GENDER



HH INCOME



Average: R 5,224

SOURCE: PAMS 2017



ALL DEVICES

Unique Browsers **181,623**
 Page Views **2,990,910**
 Average Visit Duration **00:05:28**



MOBILE

Unique Browsers **138,587**
 Page Views **1,557,610**
 Average Visit Duration **00:04:04**



PC

Unique Browsers **43,036**
 Page Views **1,433,300**
 Average Visit Duration **00:08:27**

SOCIAL MEDIA



FACEBOOK

303,043
 LIKES



TWITTER

11,609
 FOLLOWERS



INSTAGRAM

11,824
 FOLLOWERS

SOURCE: Effective Measure June / Facebook / Twitter / Instagram