

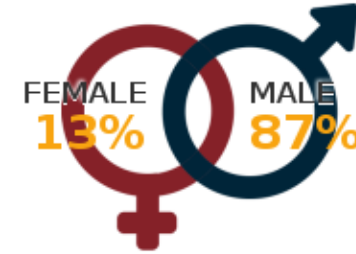
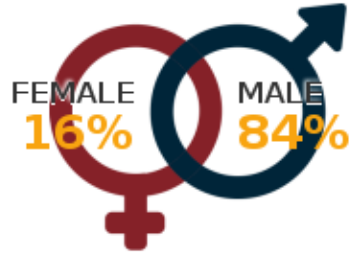
EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

3,110,537

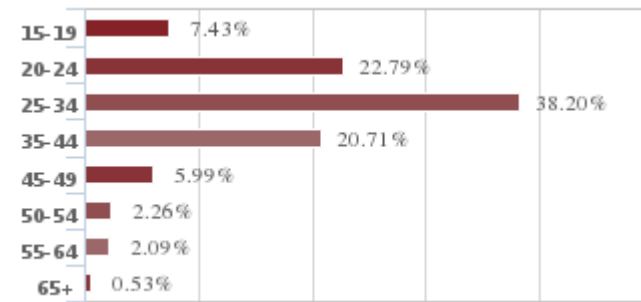
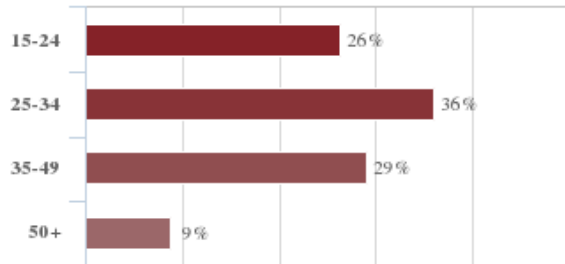
3,602,000
PRINT REACH

1,344,464
DIGITAL REACH (COMBINED UB'S)

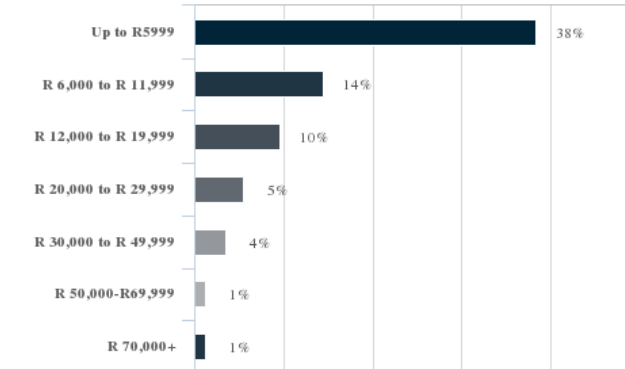
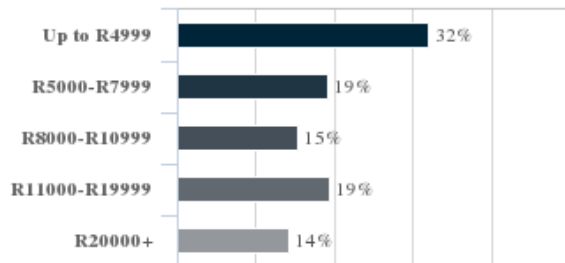
GENDER



AGE



HH INCOME



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



Language

English

Publication day

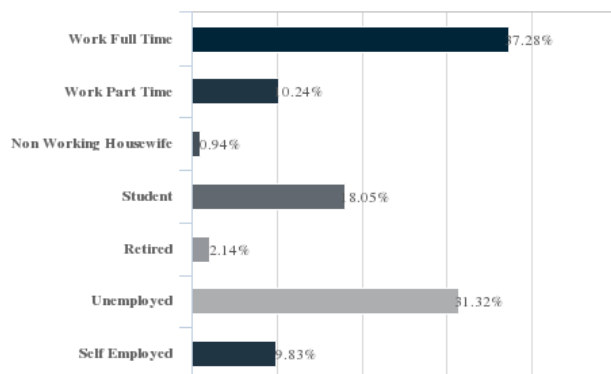
Wed

Province

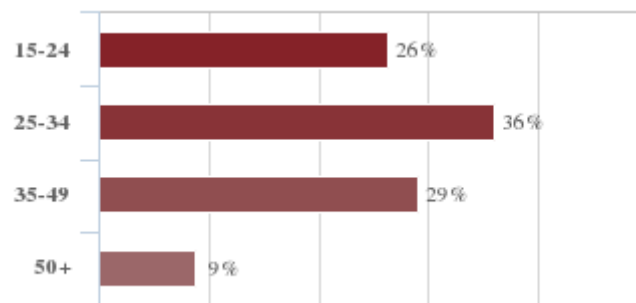
North-West / Gauteng
Limpopo / Mpumalanga
KwaZulu Natal / The Eastern Cape
The Free State / The Northern Cape
The Western Cape

Readership: **3,602,000**
Circulation: **281,950**

EMPLOYMENT

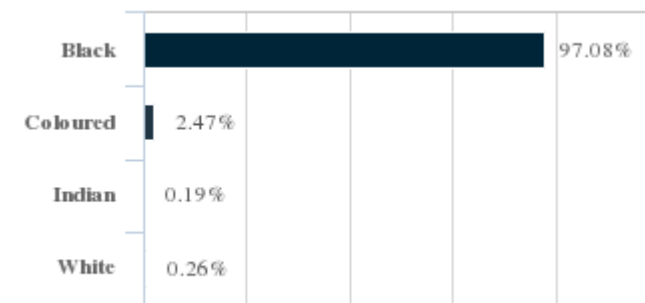


AGE

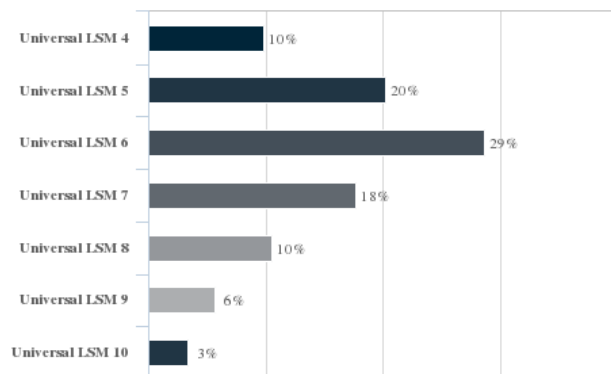


Average: 35

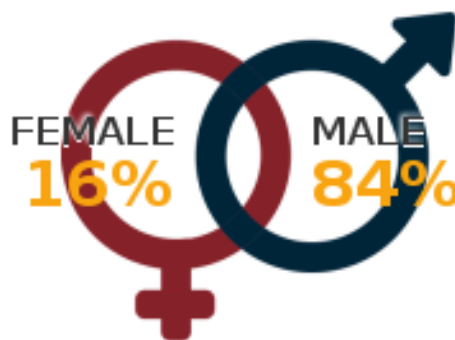
RACE



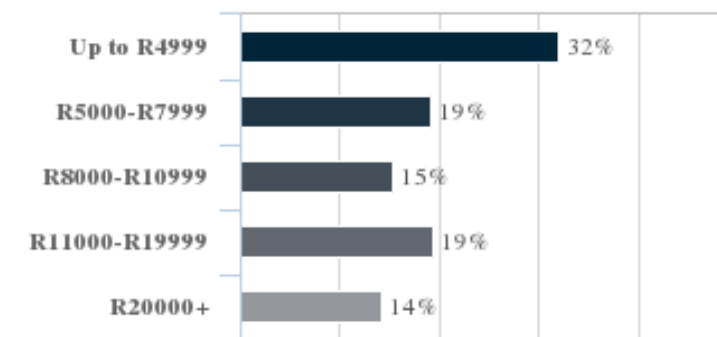
LSM



GENDER



HH INCOME



Average: R 6,461

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **1,344,464**
 Page Views **31,593,740**
 Average Visit Duration **00:04:13**



MOBILE

Unique Browsers **1,150,796**
 Page Views **27,339,648**
 Average Visit Duration **00:03:57**



PC

Unique Browsers **193,668**
 Page Views **4,254,092**
 Average Visit Duration **00:06:20**

SOCIAL MEDIA



FACEBOOK

2,443,698
 LIKES



TWITTER

501,191
 FOLLOWERS



INSTAGRAM

255,743
 FOLLOWERS

SOURCE: Effective Measure September / Facebook / Twitter / Instagram