

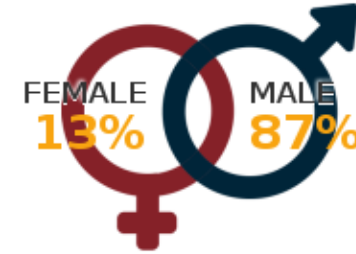
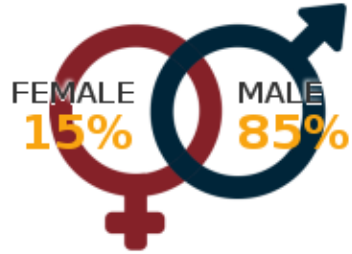
EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

3,183,706

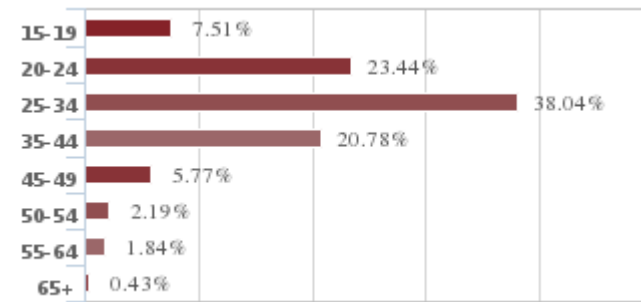
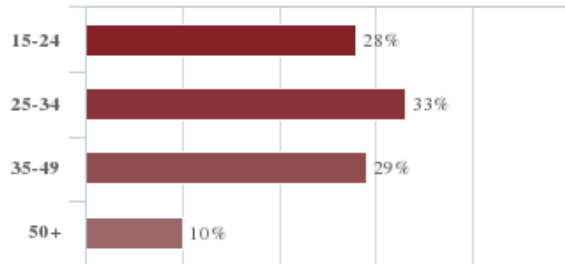
3,602,000
PRINT REACH

1,743,669
DIGITAL REACH (COMBINED UB'S)

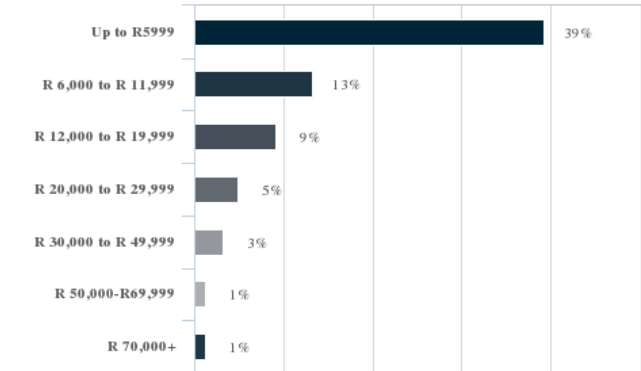
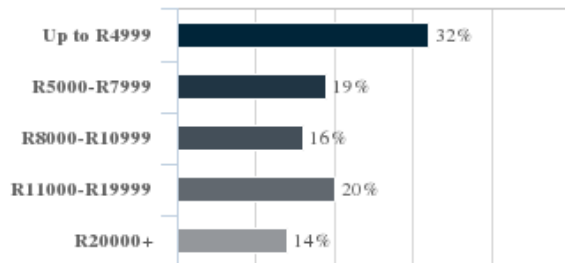
GENDER



AGE



HH INCOME



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



Language

English

Publication day

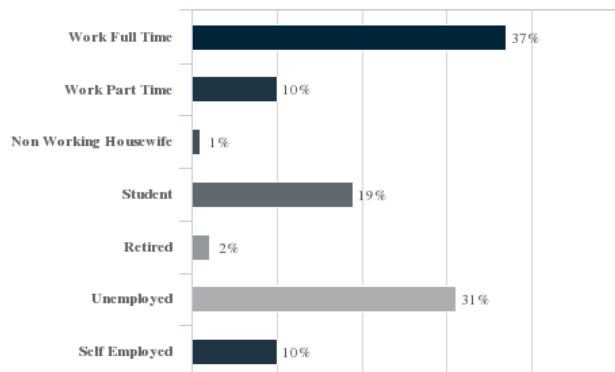
Wed

Province

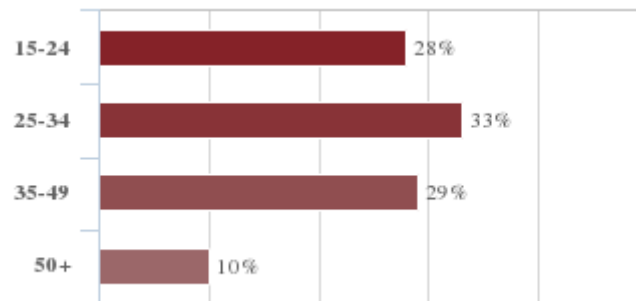
The Western Cape / The Northern Cape
 The Free State / The Eastern Cape
 KwaZulu Natal / Mpumalanga
 Limpopo / Gauteng
 North-West

Readership: **3,602,000**
 Circulation: **260,950**

EMPLOYMENT

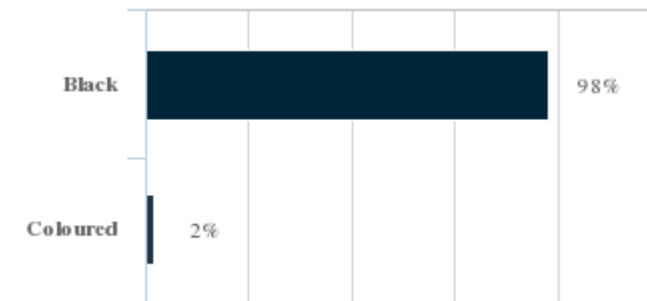


AGE

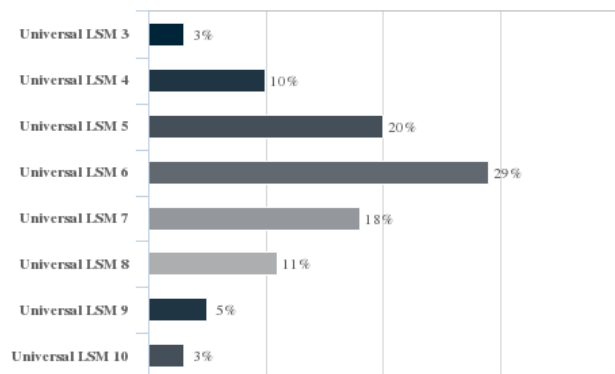


Average: 35

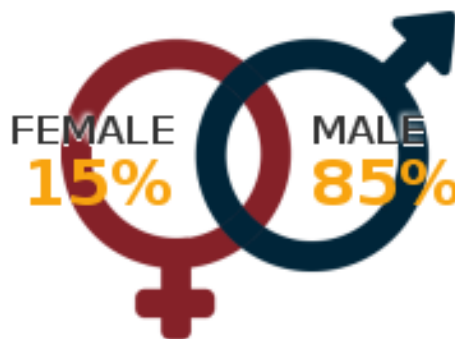
RACE



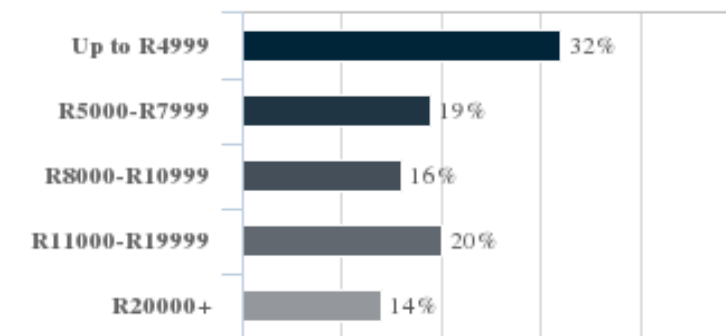
LSM



GENDER



HH INCOME



Average: R 6,461

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **1,743,669**
 Page Views **50,425,256**
 Average Visit Duration **00:04:51**



MOBILE

Unique Browsers **1,487,831**
 Page Views **43,602,632**
 Average Visit Duration **00:04:33**



PC

Unique Browsers **255,838**
 Page Views **6,822,625**
 Average Visit Duration **00:07:22**

SOCIAL MEDIA



FACEBOOK

2,409,238
 LIKES



TWITTER

474,469
 FOLLOWERS



INSTAGRAM

250,244
 FOLLOWERS

SOURCE: Effective Measure August / Facebook / Twitter / Instagram