

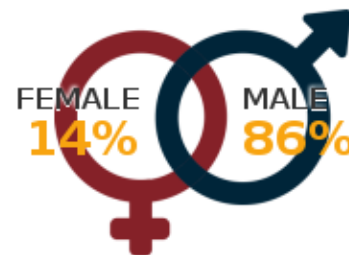
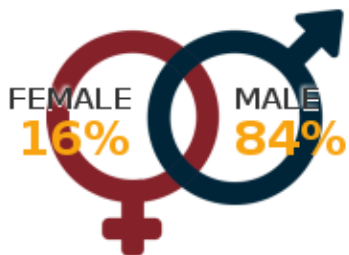
EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

3,152,117

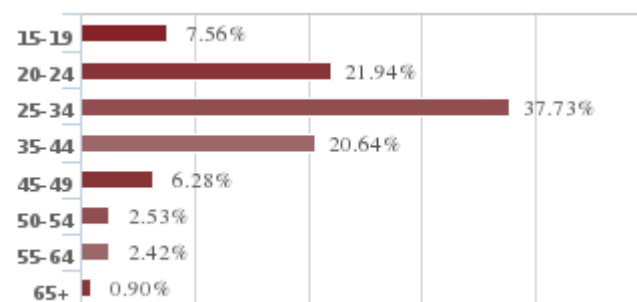
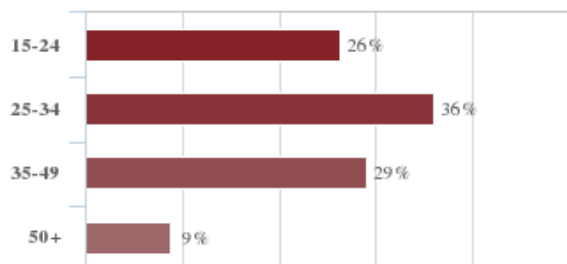
3,602,000
PRINT REACH

1,676,128
DIGITAL REACH (COMBINED UB'S)

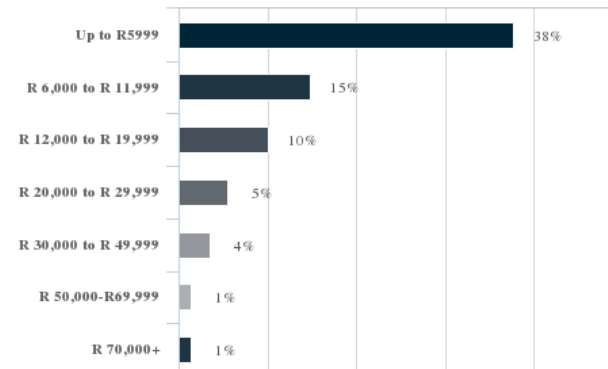
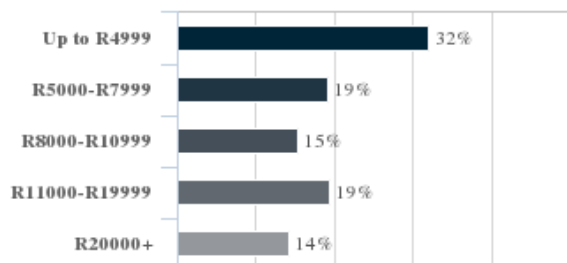
GENDER



AGE



HH INCOME



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



Readership: **3,602,000**
 Circulation: **250,006**

Language

English

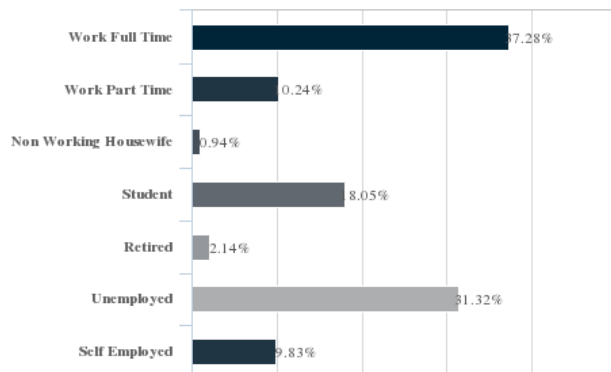
Publication day

Wed

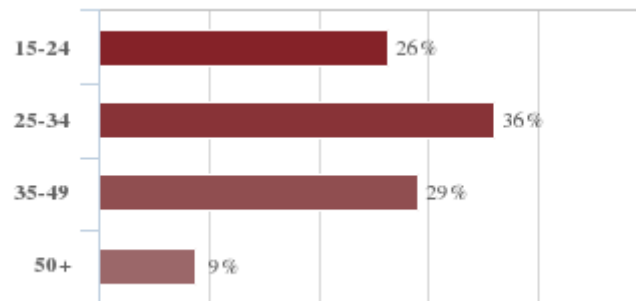
Province

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

EMPLOYMENT

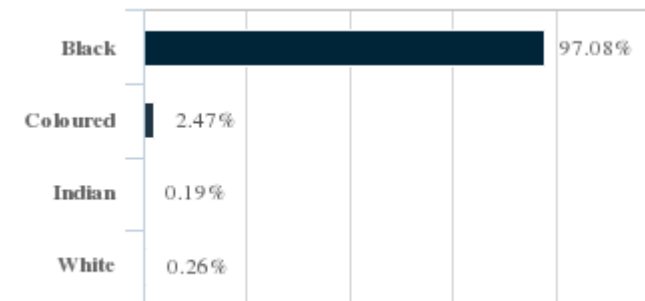


AGE

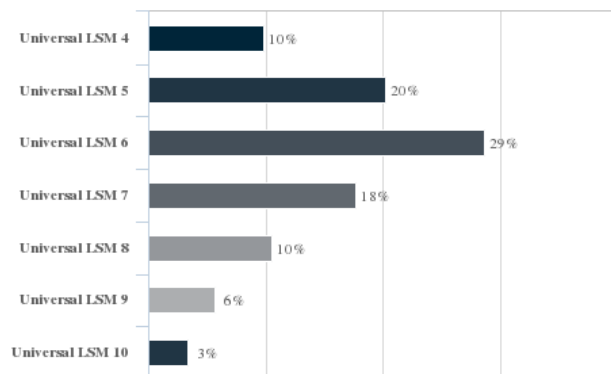


Average: 35

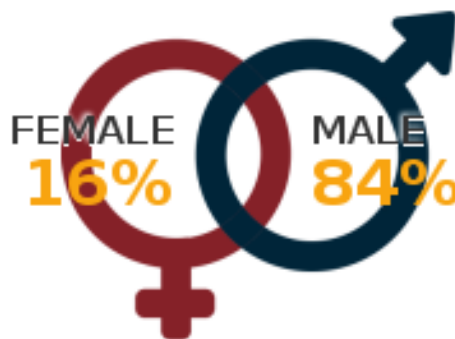
RACE



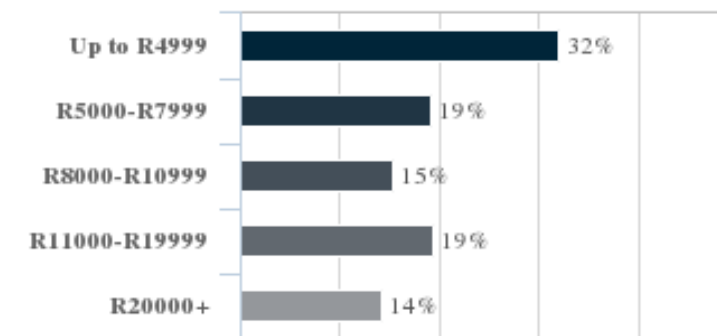
LSM



GENDER



HH INCOME



Average: R 6,461

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **1,676,128**
 Page Views **40,675,032**
 Average Visit Duration **00:04:17**



MOBILE

Unique Browsers **1,495,405**
 Page Views **35,976,840**
 Average Visit Duration **00:04:02**



PC

Unique Browsers **180,723**
 Page Views **4,698,195**
 Average Visit Duration **00:06:59**

SOCIAL MEDIA



FACEBOOK

2,471,903
 LIKES



TWITTER

533,085
 FOLLOWERS



INSTAGRAM

263,628
 FOLLOWERS

SOURCE: Effective Measure January Facebook / Twitter / Instagram