

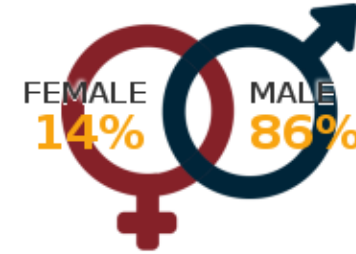
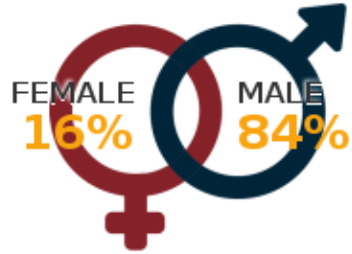
EFFECTIVE REACH OPPORTUNITY (Reach @ 1+) :

2,981,897

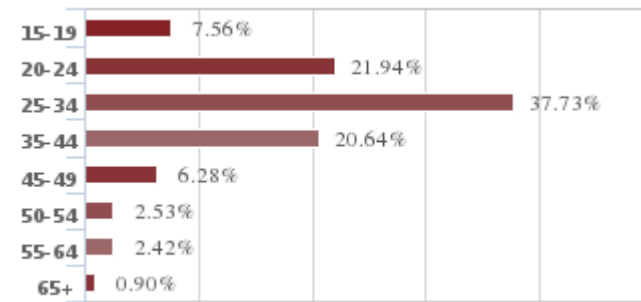
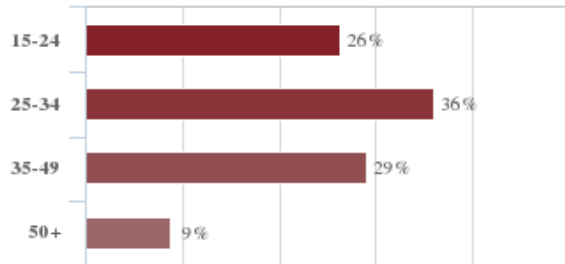
3,602,000
PRINT REACH

1,389,235
DIGITAL REACH (COMBINED UB'S)

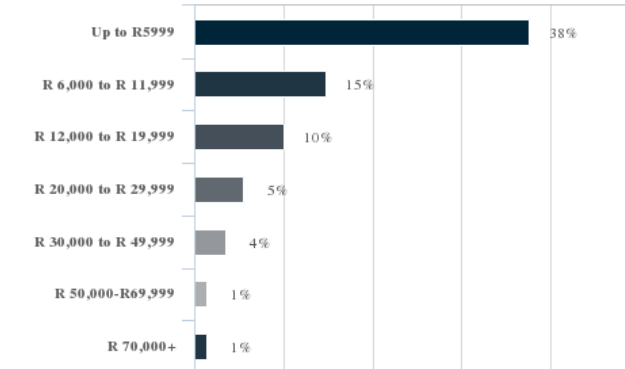
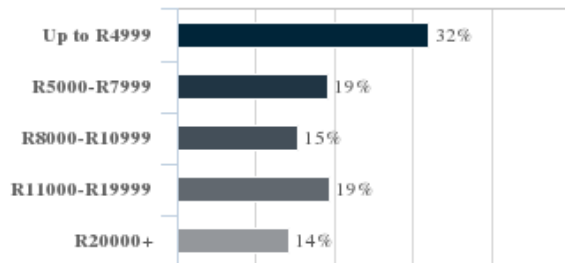
GENDER



AGE



HH INCOME



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



Language

English

Publication day

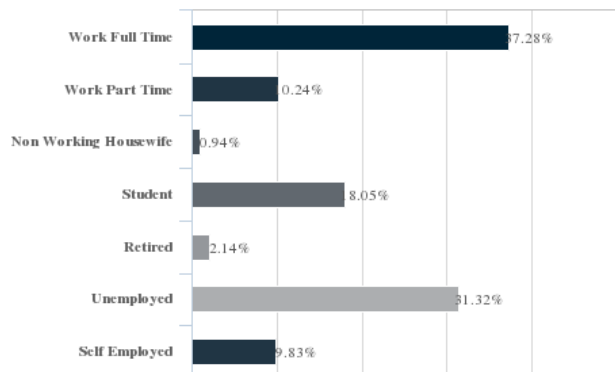
Wed

Province

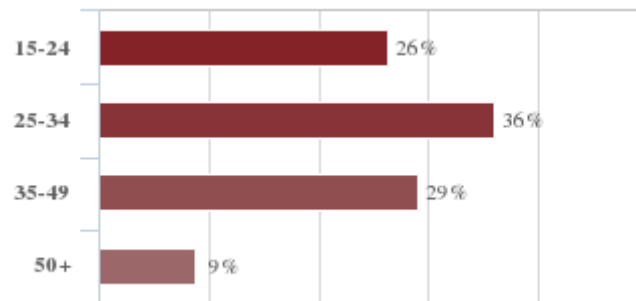
North-West / Gauteng
Limpopo / Mpumalanga
KwaZulu Natal / The Eastern Cape
The Free State / The Northern Cape
The Western Cape

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

EMPLOYMENT

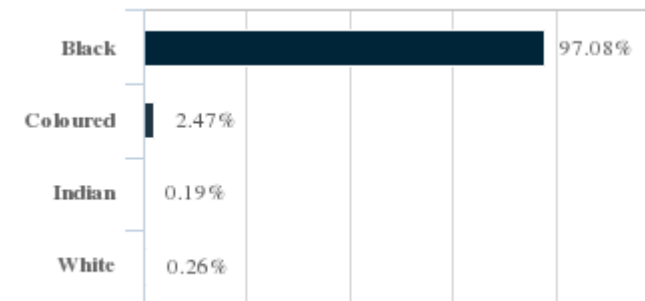


AGE

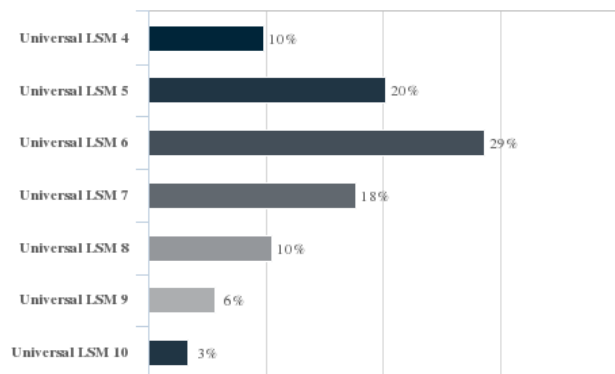


Average: 35

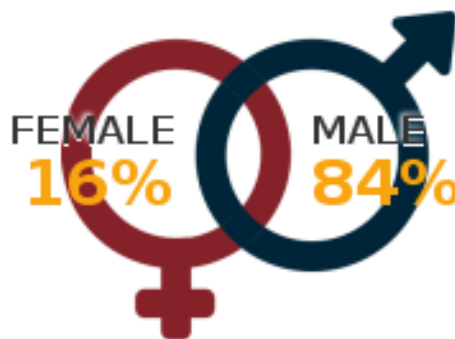
RACE



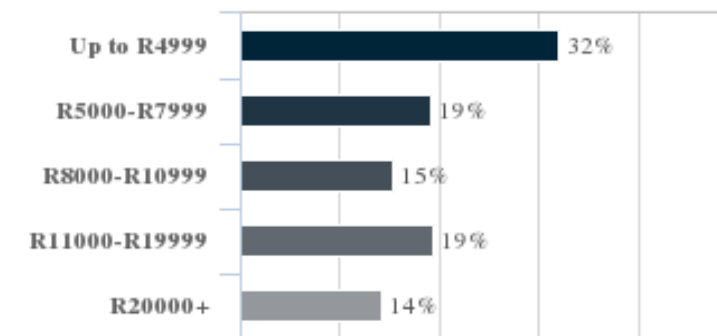
LSM



GENDER



HH INCOME



Average: R 6,461

SOURCE: AMPS 2015 AB



ALL DEVICES

Unique Browsers **1,389,235**
 Page Views **25,493,556**
 Average Visit Duration **00:03:44**



MOBILE

Unique Browsers **1,272,026**
 Page Views **23,065,848**
 Average Visit Duration **00:03:33**



PC

Unique Browsers **117,209**
 Page Views **2,427,706**
 Average Visit Duration **00:06:13**

SOCIAL MEDIA



FACEBOOK

2,461,968
 LIKES



TWITTER

521,956
 FOLLOWERS



INSTAGRAM

260,645
 FOLLOWERS

SOURCE: Effective Measure December Facebook / Twitter / Instagram