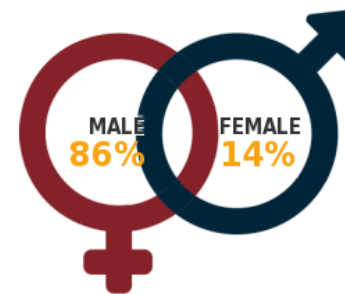
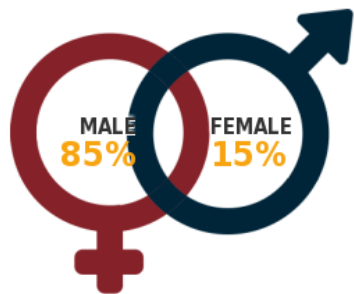


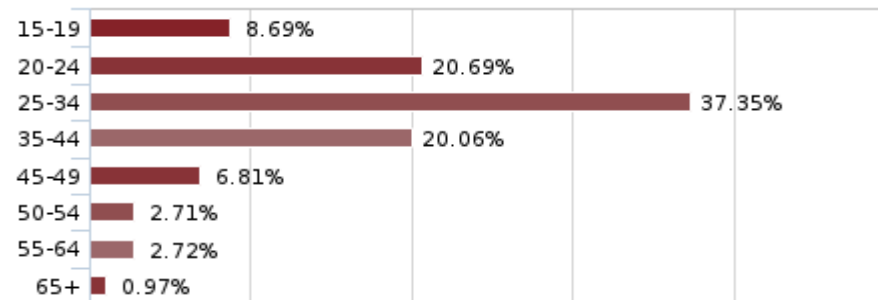
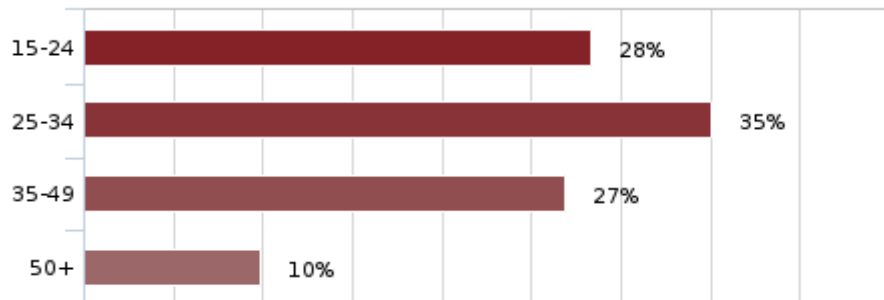
3,216,000
PRINT REACH

1,731,989
DIGITAL REACH (COMBINED UB'S)

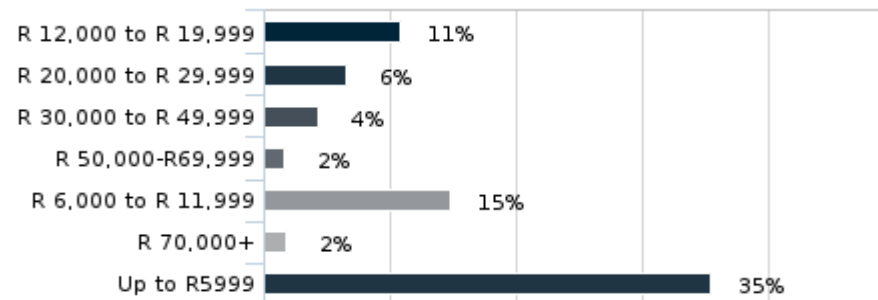
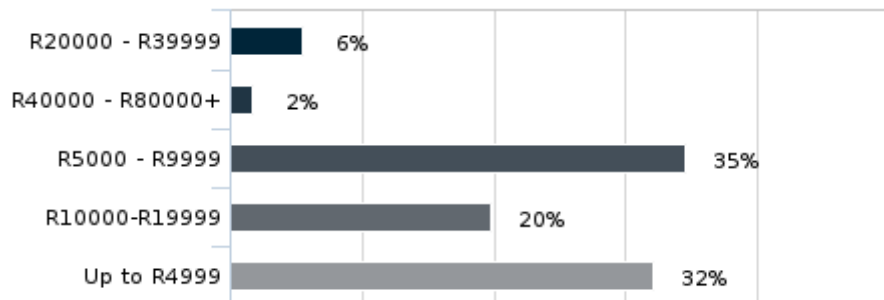
GENDER



AGE



HH INCOME



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



Readership: **3,216,000**
 Circulation: **252,041**

Language

English

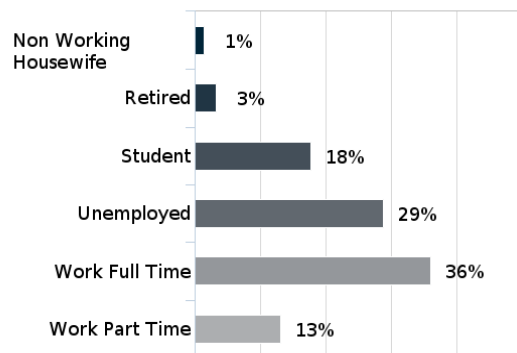
Publication day

Wed

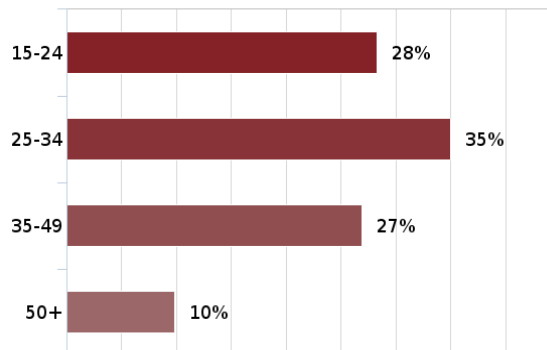
Province

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

EMPLOYMENT

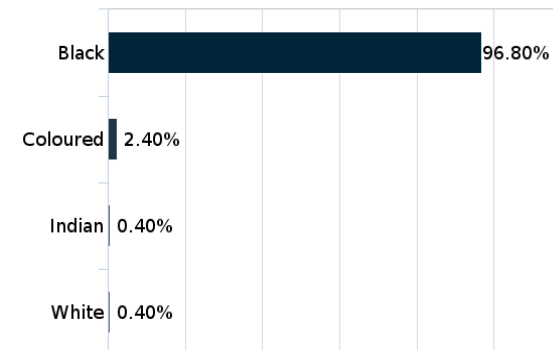


AGE

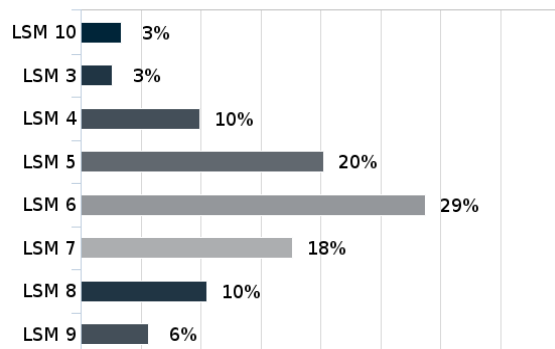


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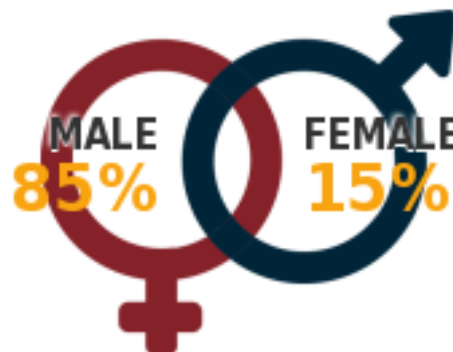
RACE



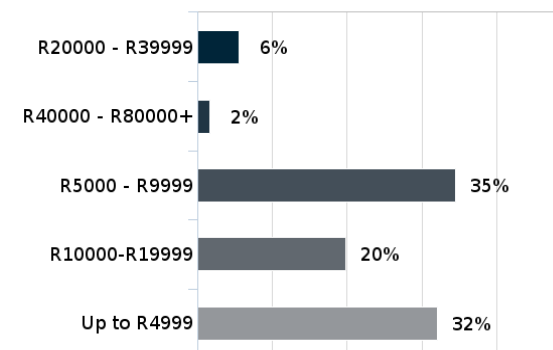
LSM



GENDER



HH INCOME



Average: R 6,461

SOURCE: PAMS 2017



ALL DEVICES

Unique Browsers **1,731,989**
 Page Views **36,460,928**
 Average Visit Duration **00:04:04**



MOBILE

Unique Browsers **1,506,928**
 Page Views **31,139,120**
 Average Visit Duration **00:03:44**



PC

Unique Browsers **225,061**
 Page Views **5,321,808**
 Average Visit Duration **00:06:52**

SOCIAL MEDIA



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2,507,719
 LIKES



TWITTER

602,094
 FOLLOWERS



INSTAGRAM

279,650
 FOLLOWERS

SOURCE: Effective Measure June / Facebook / Twitter / Instagram