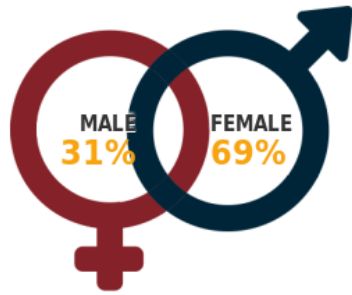
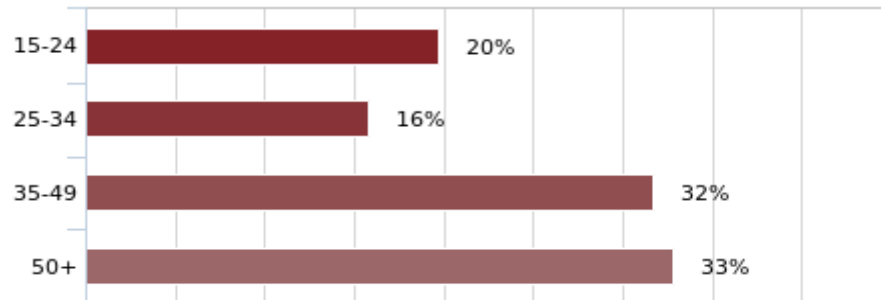


## 934,000 PRINT REACH

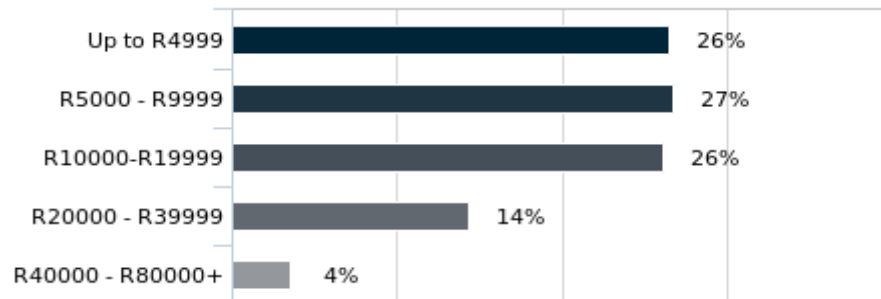
### GENDER



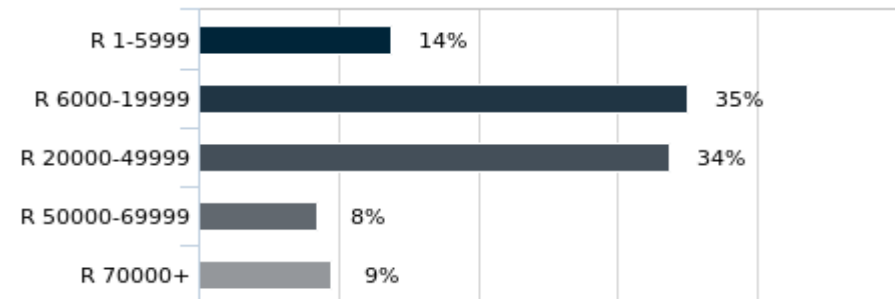
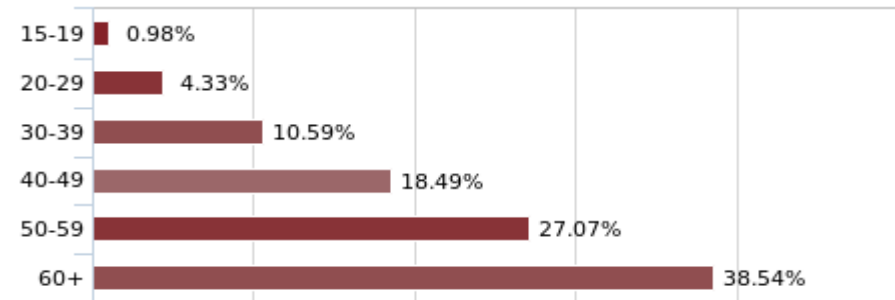
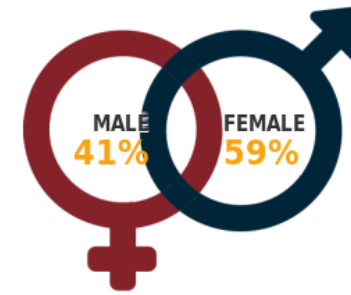
### AGE



### HH INCOME



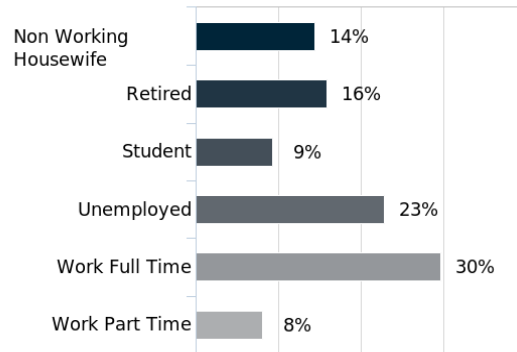
## 1,312,170 DIGITAL REACH (COMBINED UB'S)



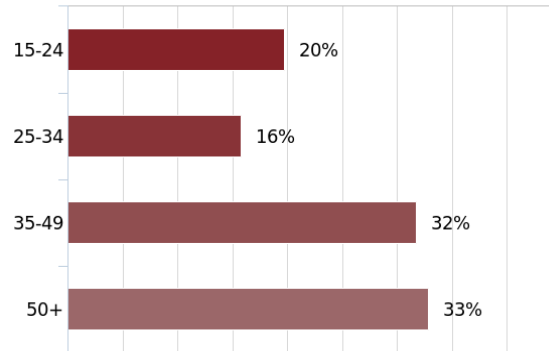
SOURCE: PAMS 2017 / Narrative March / ABC Q4 / Facebook March / Twitter March / Instagram March

Readership: **934,000**  
Circulation: **91,964**

### EMPLOYMENT

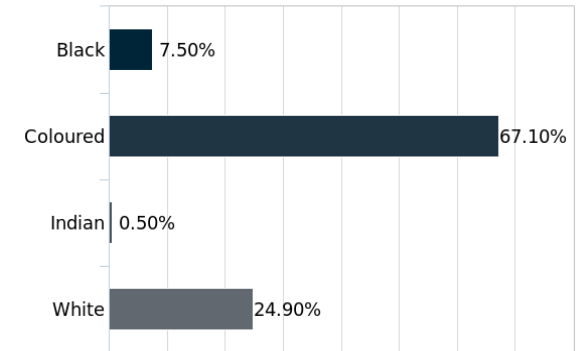


### AGE

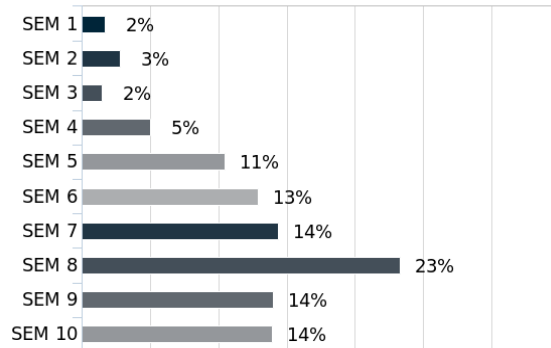


Average: 42

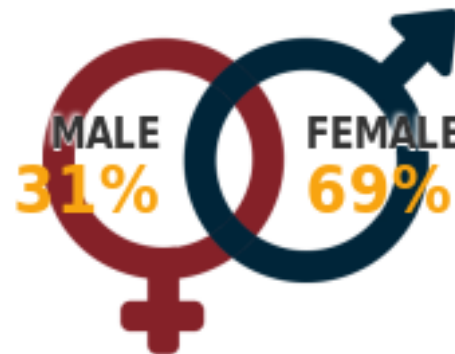
### RACE



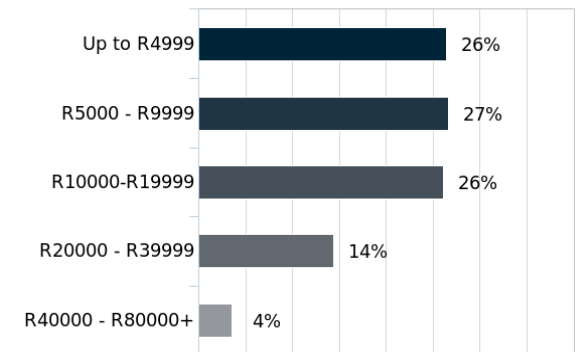
### SEM



### GENDER



### HH INCOME



Average: R 6,224

SOURCE: PAMS 2017



## ALL DEVICES

Unique Browsers **1,312,170**  
 Page Views **27,322,220**  
 Average Visit Duration **00:04:51**



## MOBILE

Unique Browsers **1,092,465**  
 Page Views **22,302,814**  
 Average Visit Duration **00:04:09**



## PC

Unique Browsers **238,888**  
 Page Views **4,971,651**  
 Average Visit Duration **00:06:36**



## App

Unique Browsers **72,944**  
 Page Views **16,894,340**  
 Average Visit Duration **00:06:06**

## SOCIAL MEDIA



## FACEBOOK

**119,204**  
 LIKES



## TWITTER

**2,001**  
 FOLLOWERS



## INSTAGRAM

**7,482**  
 FOLLOWERS

SOURCE: Facebook March / Twitter March / Instagram March