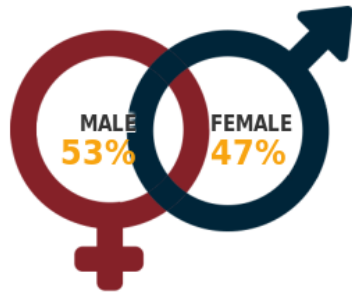
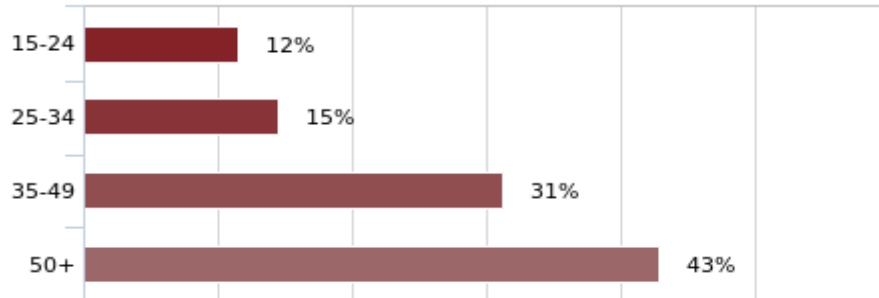


915,000 PRINT REACH

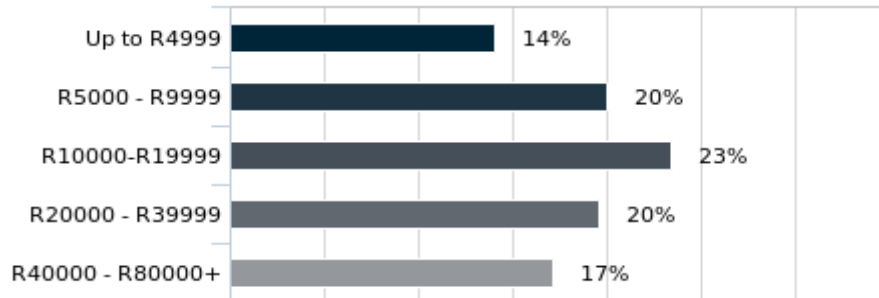
GENDER



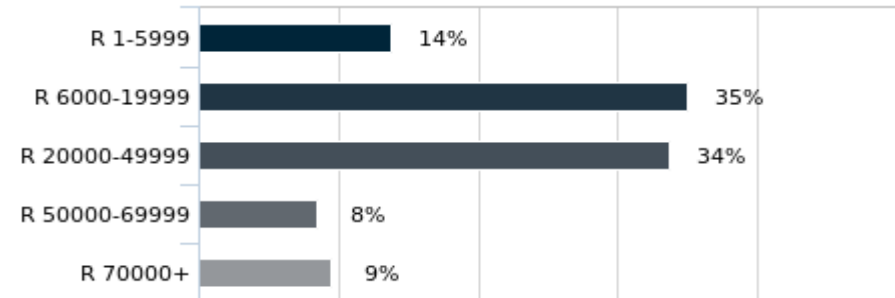
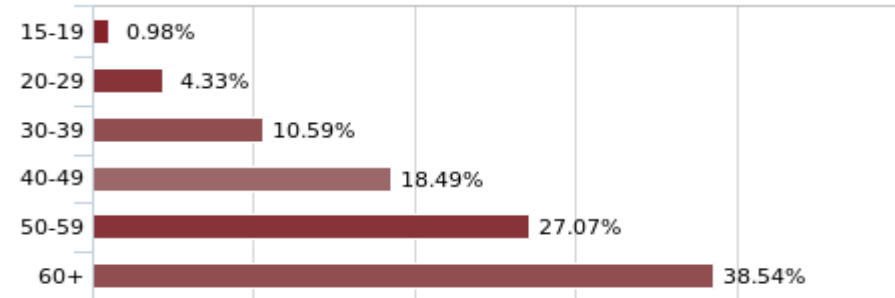
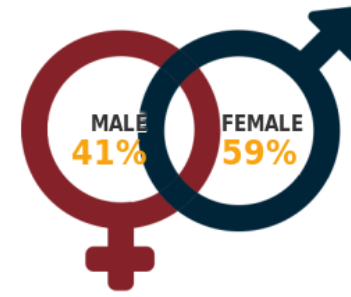
AGE



HH INCOME



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



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

Readership: **915,000**
Circulation: **105,900**

Language

Afrikaans

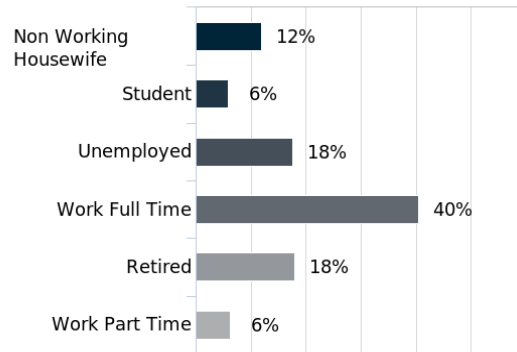
Publication day

Sun

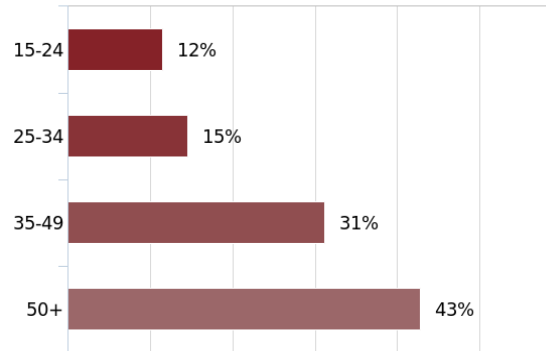
Province

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

EMPLOYMENT

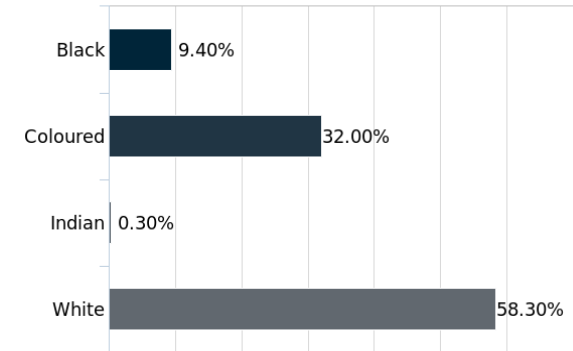


AGE

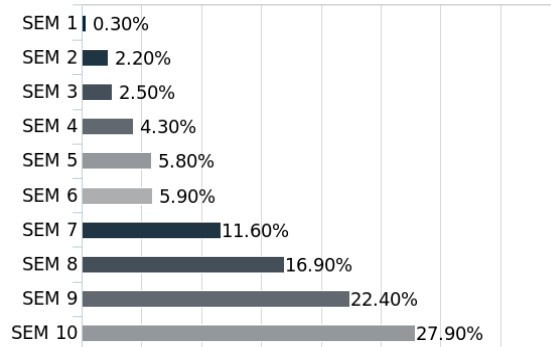


Average: 49

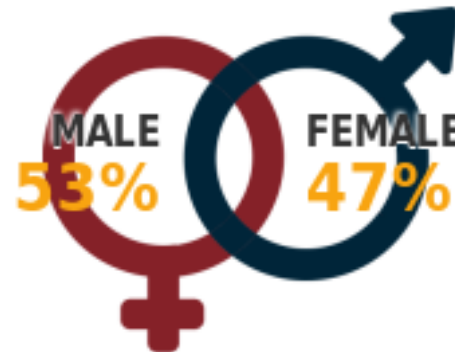
RACE



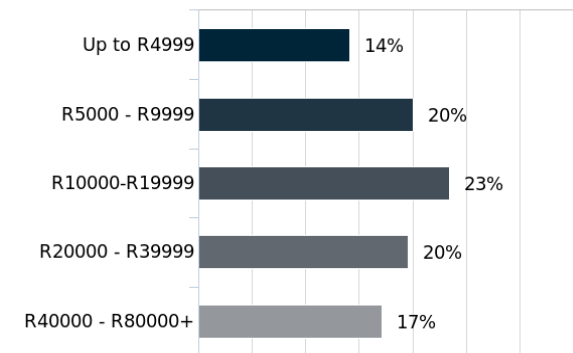
SEM



GENDER



HH INCOME



Average: R 11,132

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

58,543
 LIKES



TWITTER

94,818
 FOLLOWERS



INSTAGRAM

3,990
 FOLLOWERS

SOURCE: Facebook March / Twitter March / Instagram March