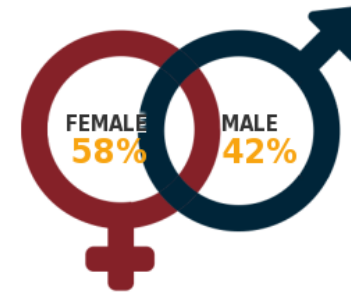
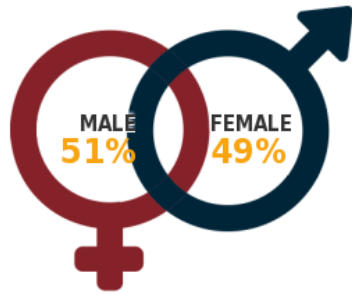


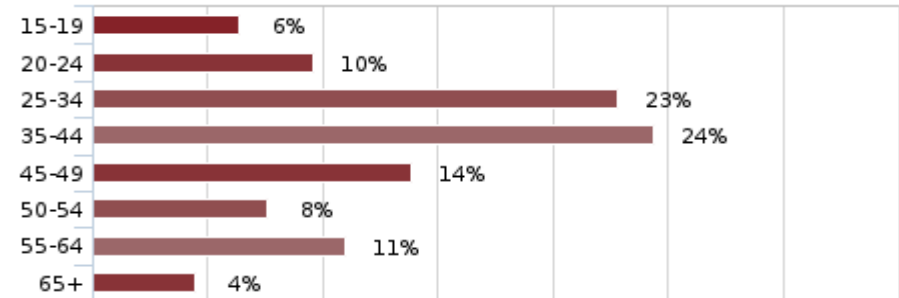
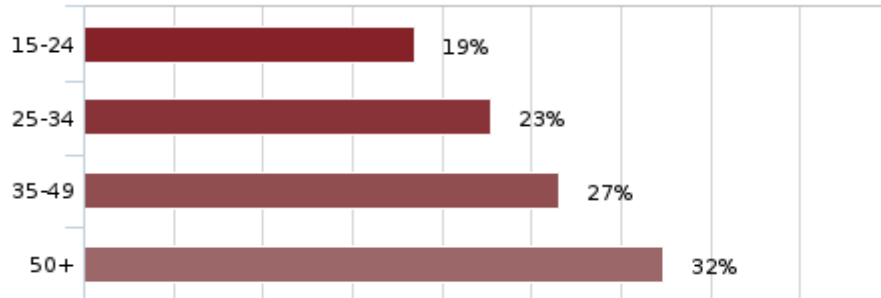
747,000
PRINT REACH

197,146
DIGITAL REACH (COMBINED UB'S)

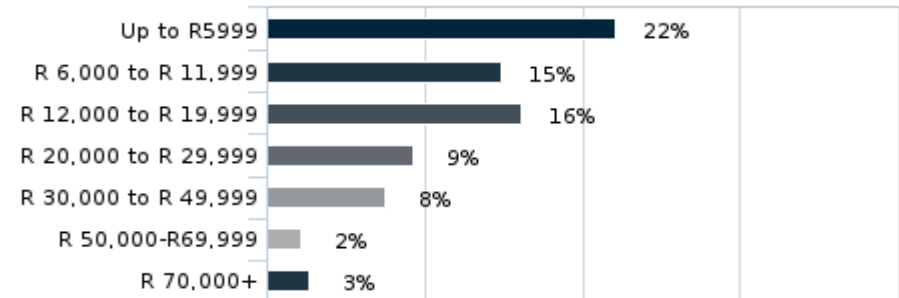
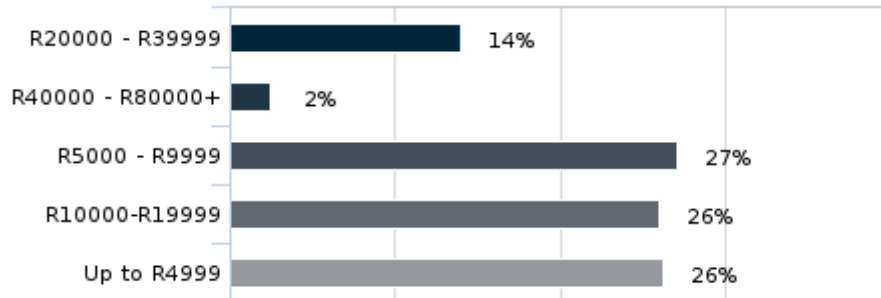
GENDER



AGE



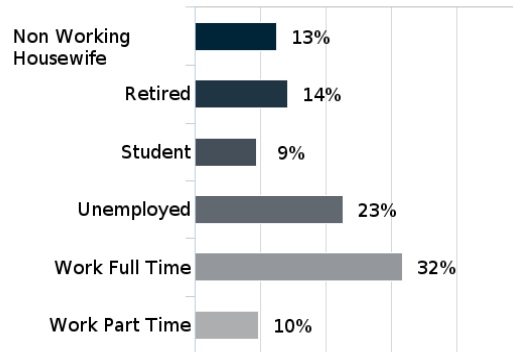
HH INCOME



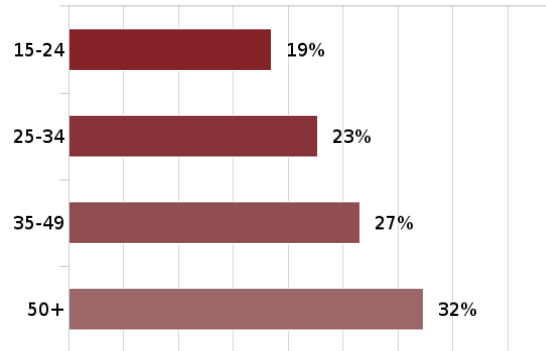
SOURCE: PAMS 2017 / Effective Measure August / ABC Q2 / Facebook September / Twitter September / Instagram September

Readership: **747,000**
Circulation: **59,480**

EMPLOYMENT

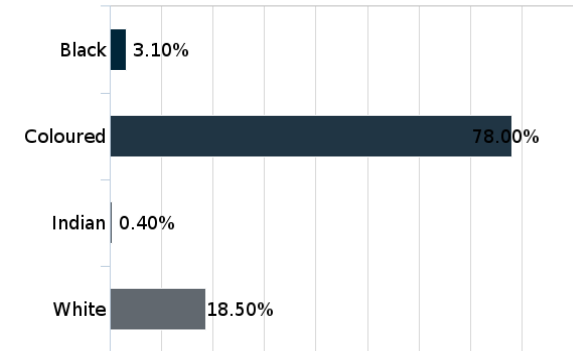


AGE

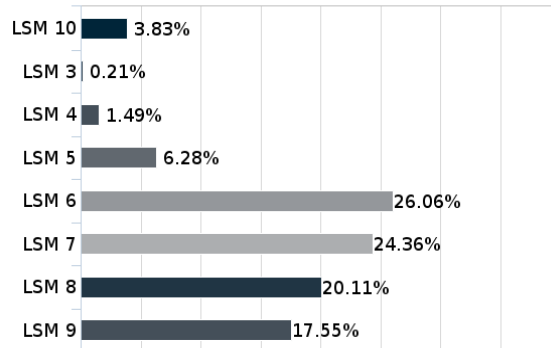


Average: 44

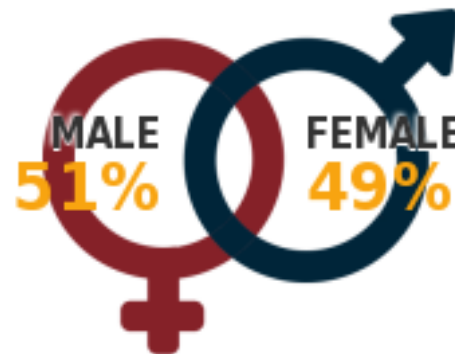
RACE



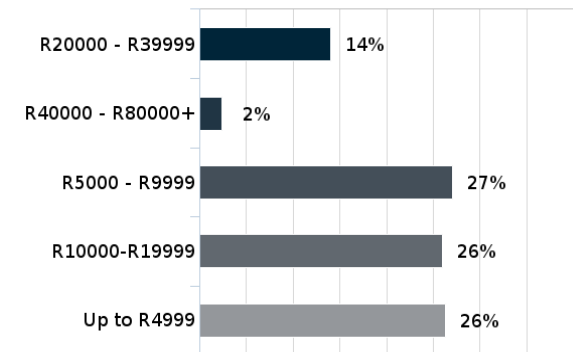
LSM



GENDER



HH INCOME



Average: R 5,224

SOURCE: PAMS 2017



ALL DEVICES

Unique Browsers **197,146**
 Page Views **2,746,683**
 Average Visit Duration **00:05:03**



MOBILE

Unique Browsers **150,964**
 Page Views **1,423,399**
 Average Visit Duration **00:03:36**



PC

Unique Browsers **46,182**
 Page Views **1,323,284**
 Average Visit Duration **00:08:10**

SOCIAL MEDIA



FACEBOOK

309,137
 LIKES



TWITTER

11,648
 FOLLOWERS



INSTAGRAM

12,435
 FOLLOWERS

SOURCE: Facebook September / Twitter September / Instagram September