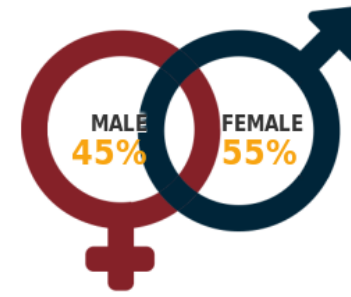
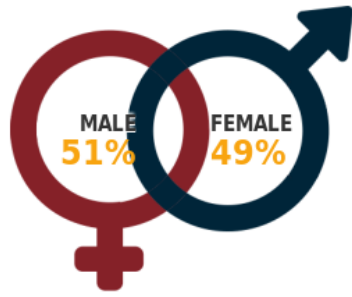


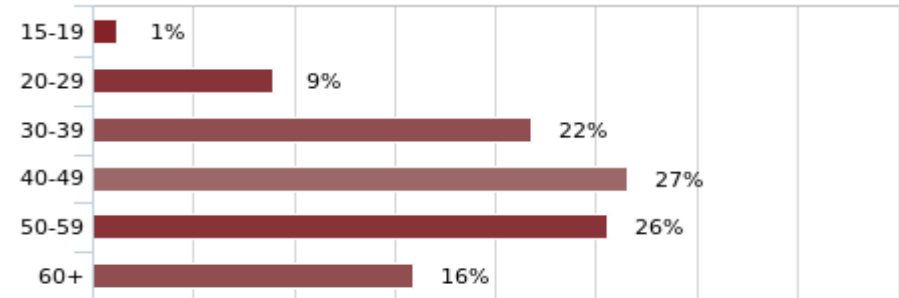
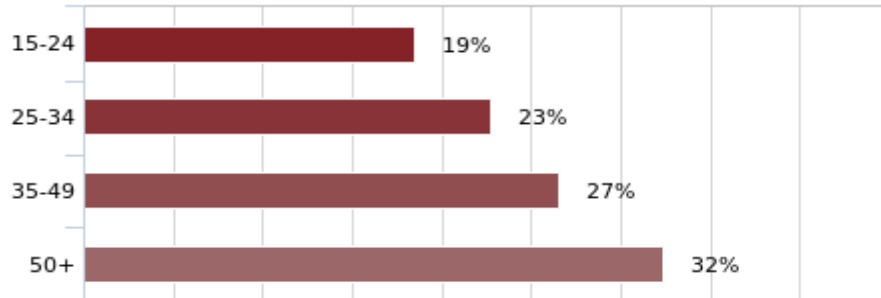
747,000
PRINT REACH

283,069
DIGITAL REACH (COMBINED UB'S)

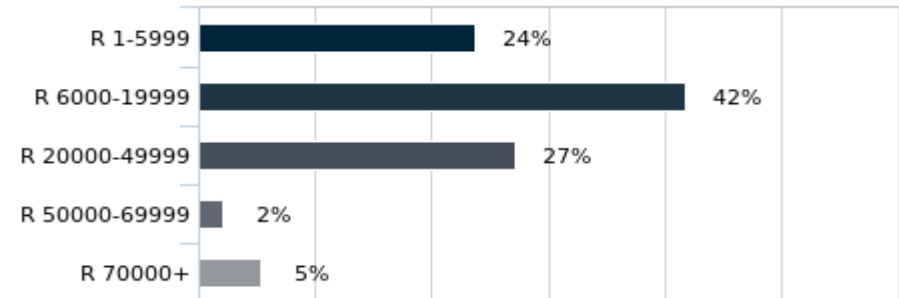
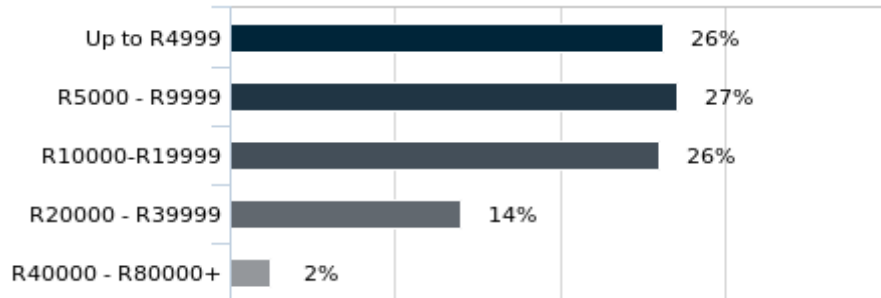
GENDER



AGE



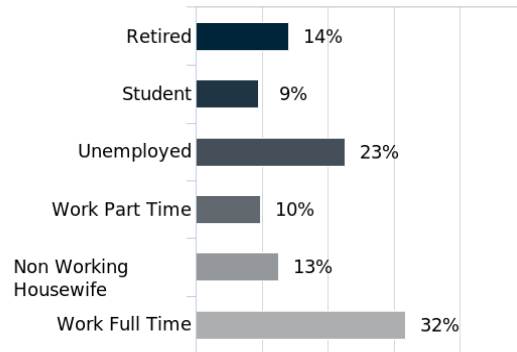
HH INCOME



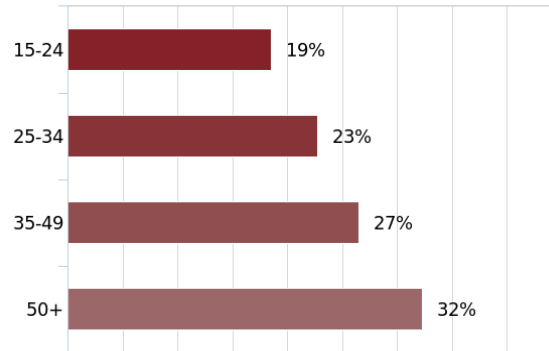
SOURCE: PAMS 2017 / Narrative March / ABC Q4 / Facebook March / Twitter March / Instagram March

Readership: **747,000**
Circulation: **55,126**

EMPLOYMENT

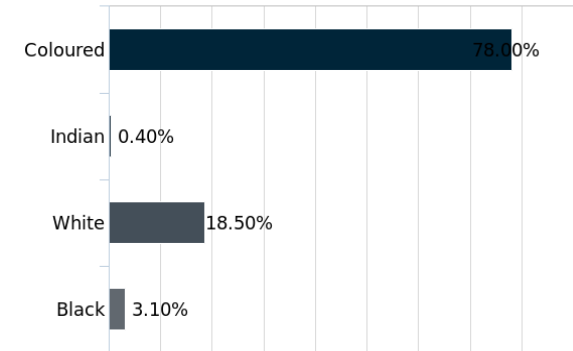


AGE

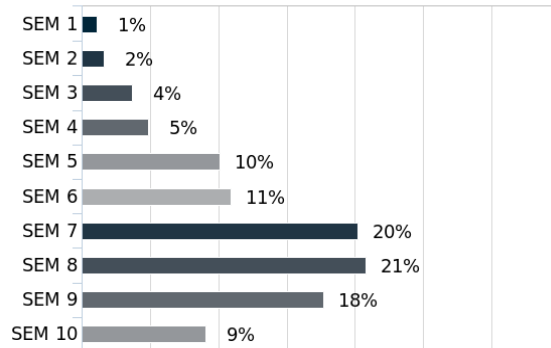


Average: 44

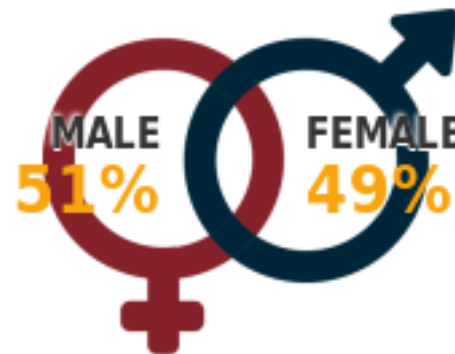
RACE



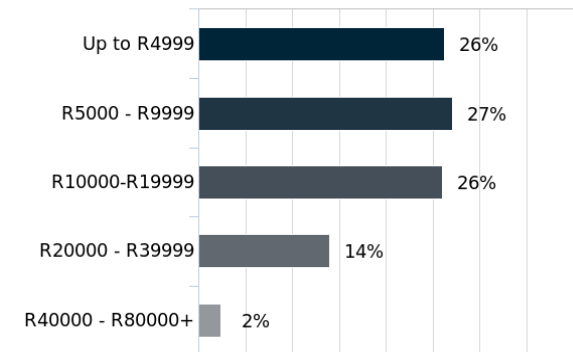
SEM



GENDER



HH INCOME



Average: R 5,224

SOURCE: PAMS 2017



ALL DEVICES

Unique Browsers **283,069**
 Page Views **3,003,179**
 Average Visit Duration **00:03:00**



MOBILE

Unique Browsers **239,226**
 Page Views **1,739,155**
 Average Visit Duration **00:02:10**



PC

Unique Browsers **42,629**
 Page Views **1,241,499**
 Average Visit Duration **00:05:55**

SOCIAL MEDIA



FACEBOOK

319,571
 LIKES



TWITTER

11,853
 FOLLOWERS



INSTAGRAM

13,203
 FOLLOWERS

SOURCE: Facebook March / Twitter March / Instagram March