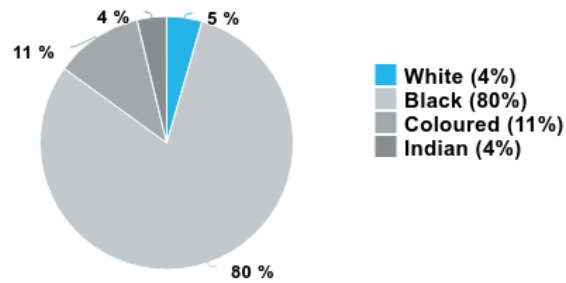
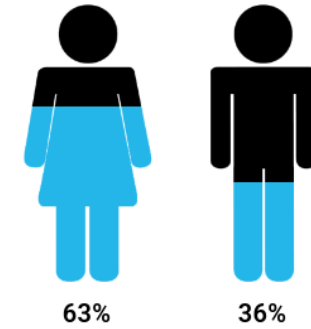


RACE



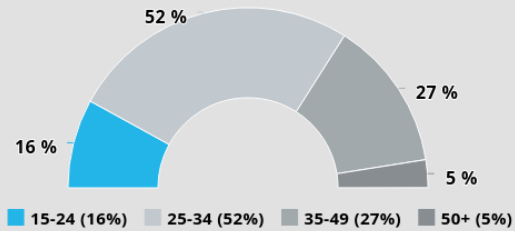
GENDER



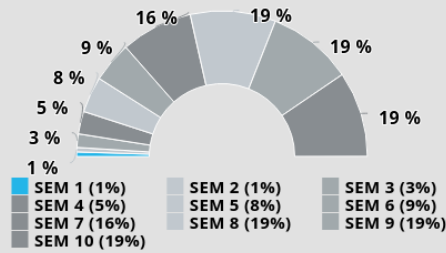
29 980 DISTRIBUTION

**ESTIMATED
READERSHIP**
88 890

AGE



SEM



**SHOPPING
RESPONSIBILITY**



99%

**AVERAGE
HH INCOME**



R13,180.00

**AVERAGE
PERSONAL INCOME**



R7,077.00

EDUCATION

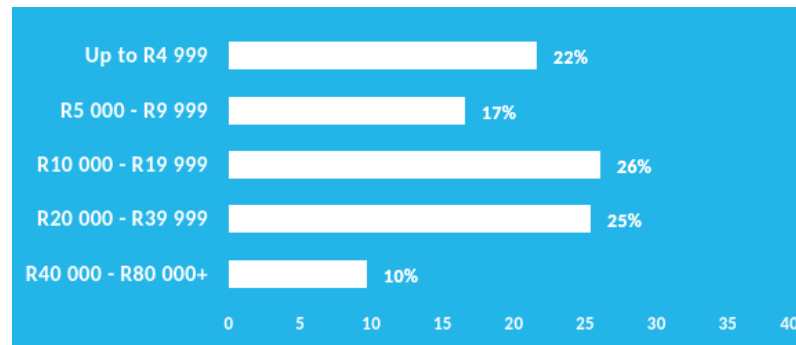
30%
Matric

0%
Certificate

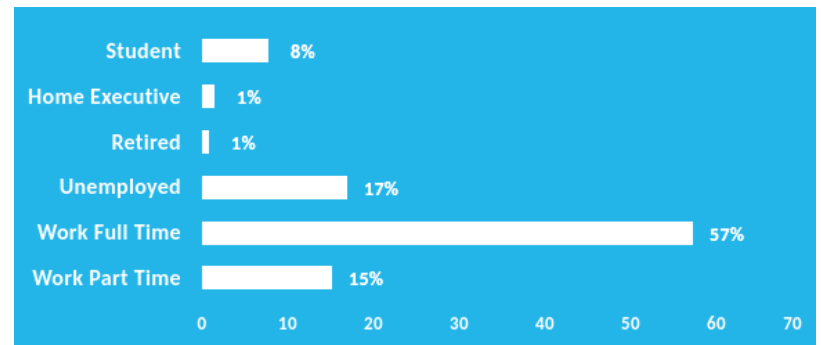
35%
Degree

0%
Postgrad

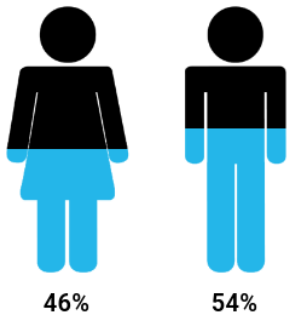
HH INCOME



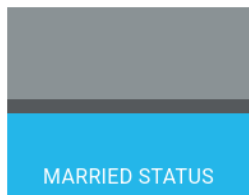
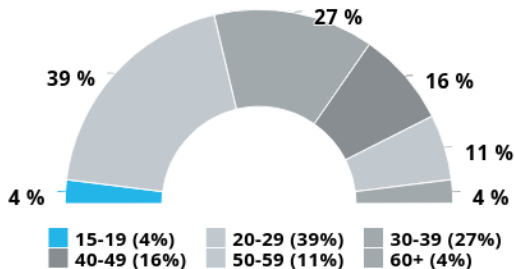
EMPLOYMENT



GENDER



AGE



7 044 182
Page Views



1 052 727
Users



5 600 000
Visits



8.77
Frequency



83%
Mobile Screen Type

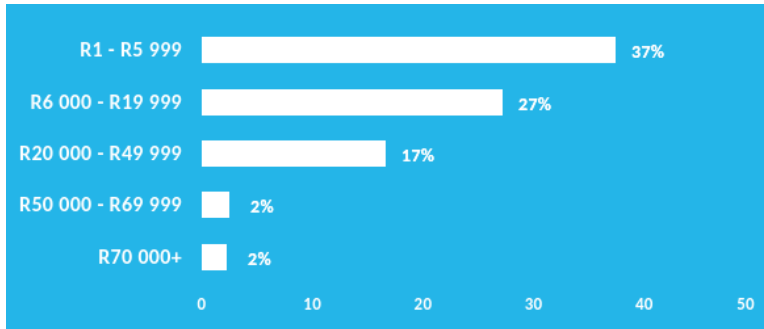


6.69
Page Depth

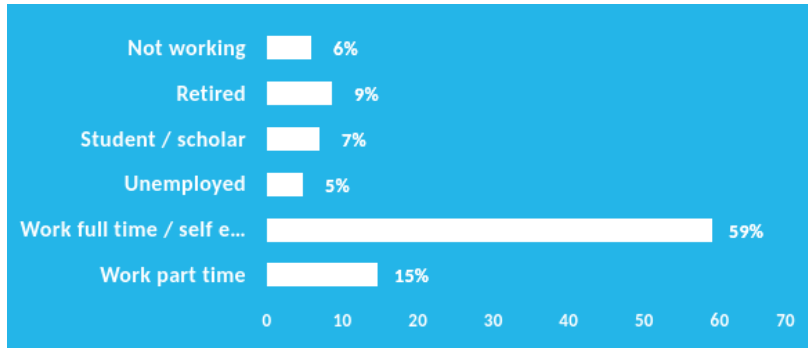


1MIN 33SEC
Time Spent Per Visit

PERSONAL INCOME



EMPLOYMENT



SOCIAL MEDIA



2,000,000
Likes



146,100
Followers



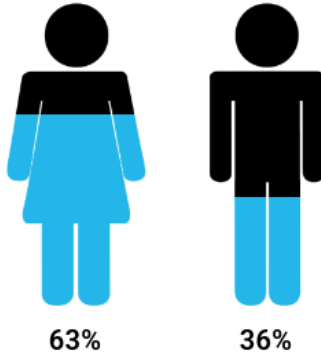
44,800
Followers

TOTAL REACH

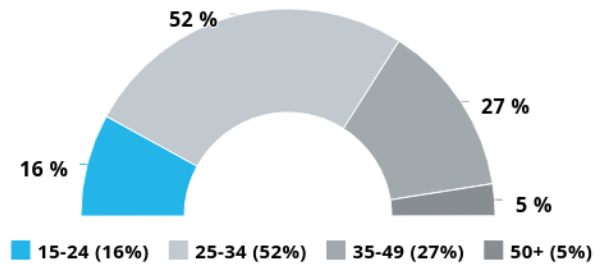


PRINT REACH: 0.00

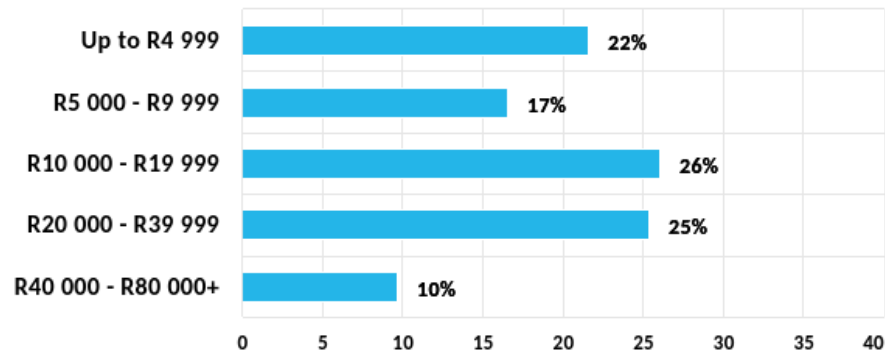
GENDER



AGE



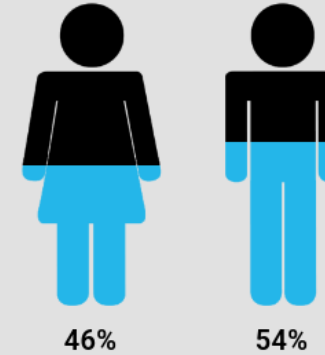
HH INCOME



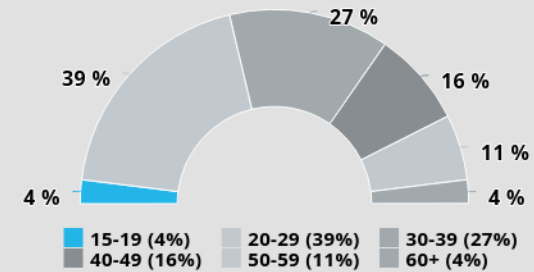
DIGITAL REACH: 0 (COMBINED UB'S)



GENDER



AGE



PERSONAL INCOME

