



Circulation
8,527



Readership
237,000



Users
436,543



Total Likes
226,029



Follower Count
86K

PRINT READ-O-GRAPHICS

- 63% print readers pick their copy up 2 or more times before they have finished reading it
- 89% spend half an hour or more reading a copy
- 42% of print readers read every issue over a 4-week period

Average monthly household income: R18,418



Readership spreads over metro, urban and rural communities in East London

DEMOGRAPHICS



35% Male
65% Female



55% SEM H
44% SEM M



86% Black
8% White



50% 15-34 y.o.
50% 35+ y.o.
Average age: 35



40% Matric
36% Post Matric



42% Married/With Partner
52% Single/Divorced



55% employed