



Print Order
44,500



Readership
1,751,000



Total Likes
831,765



Follower Count
6,474

PRINT Psychographics

- 68% looked for or bought clothing in the last 6 months
- 40% own, use or maintain a vehicle
- 58% lives in a house with 3 or more sleeping rooms
- 78% have been asked for their opinion or advice
- 35% have been quoted by friends or the media recently
- 29% sit on social or work committees

*Average monthly household income: R30,106



A fun, fresh, lifestyle magazine

DEMOGRAPHICS



44% Male
56% Female



49% Gauteng
33% Limpopo / Mpumalanga / North-West



48% SEM H
38% SEM M



35% Matric
32% Post Matric



95% Black
5% Coloured / Indian / White



38% Married/With Partner
59% Single/Divorced



57% 15-34 y.o.
43% 35+ y.o.
Average age: 33



51% employed