



Circulation
14 128



Readership
1 293 000



Users
1 800 000



Follower Count
180 000



Follower Count
418 800

PRINT READ-O-GRAPHICS

- 65% print readers pick their copy up 2 or more times before they have finished reading it
- 75% spend half an hour or more reading a copy
- 43% of print readers read 5 out of 5 issues in a week

Average monthly household income: R24,967



The premier
business
publication in
South Africa

DEMOGRAPHICS



58% Male
42% Female



65% SEM H
29% SEM M



85% Black
15% Coloured /
Indian / White



59% 15-34 y.o.
42% 35+ y.o.
Average age: 32



National Reach
60% Gauteng / Western
Cape / KwaZulu-Natal



29% Matric
50% Post Matric



45% Married/With
Partner
52% Single/Divorced



64% employed