



Circulation  
7 795

Readership  
237 000

Users  
324 000

Follower Count  
303 000

Follower Count  
89 900

## 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