



Circulation  
15 574



Readership  
947,000



Users  
1 800 000



FM Follower Count  
102 000



Follower Count  
140 400

## PRINT READ-O-GRAPHICS

- 69% print readers pick their copy up 2 or more times before they have finished reading it
- 80% spend half an hour or more reading a copy
- 39% of print readers read 4 out of 4 issues in a month

Average monthly household  
income: R25,776



South Africa's most  
influential and  
respected weekly  
financial news  
magazine

## DEMOGRAPHICS



57% Male  
43% Female



64% SEM H  
31% SEM M



84% Black  
16% Coloured /  
Indian / White



64% 15-34 y.o.  
36% 35+ y.o.  
Average age: 31



59% Gauteng / KwaZulu-  
Natal / Western Cape  
21% Limpopo /  
Mpumalanga



28% Matric  
48% Post Matric



44% Married/With  
Partner  
54% Single/Divorced



68% employed