



A monthly magazine packed with luxury houses across South Africa

PRINT READ-O-GRAPHICS

- 77% print readers pick their copy up 2 or more times before they have finished reading it
- 53% spend an hour or more reading a copy

Average monthly household income:
R25,877

DEMOGRAPHICS



47% Male
53% Female



63% SEM H
30% SEM M



87% Black
13% Coloured /
Indian / White



63% 15-34 y.o.
37% 35+ y.o.
Average age: 29



62% Gauteng /
Kwa-Zulu Natal /
Western Cape



32% Matric
43% Post Matric



44% Married/With
Partner
54% Single/Divorced



58% employed



Circulation
18 083

Readership
858,000

Follower Count
470 000

Follower Count
12 800