



Print Order  
44,500



Readership  
1,751,000



Follower Count  
956 000



Follower Count  
6 700

## 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



48% SEM H  
38% SEM M



95% Black  
5% Coloured /  
Indian / White



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



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



35% Matric  
32% Post Matric



38% Married/With  
Partner  
59% Single/Divorced



51% employed