



Circulation  
86 314



Readership  
4 426 000



Follower Count  
120 000



Follower Count  
45 900

## PRINT READ-O-GRAPHICS

- 68% print readers pick their copy up 2 or more times before they have finished reading it
- 65% spend an hour or more reading a copy
- 46% of print readers read every issue over a 4-week period

Average monthly household income: R21 399



Takes stock of the week's biggest business and financial news stories

## DEMOGRAPHICS



58% Male  
42% Female



57% SEM H  
35% SEM M



83% Black  
17% Coloured/  
Indian/White



60% 15-34 y.o.  
40% 35+ y.o.  
Average age: 32



National Reach  
62% Gauteng / WC / KZN



36% Matric  
39% Post Matric



42% Married/With  
Partner  
55% Single/Divorced



55% employed