



Circulation
86 314



Readership
4 392 000



Unique Users
3 300 000



Followers Count
263 000



Follower Count
871 600

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 746



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

DEMOGRAPHICS



52% Male
48% Female



59% SEM H
33% SEM M



83% Black
17% Coloured/
Indian/White



22% 15-24 y.o.
67% 25-49 y.o.
10% 50+ y.o.
Average age: 32



National Reach
66% Gauteng / WC / KZN



37% Matric
40% Post Matric



44% Married/With
Partner
53% Single/Divorced



56% employed