



Circulation
13 167



Readership
1 585 000



Users
1 600 000



Follower Count
199 231



Follower Count
425 900

PRINT READ-O-GRAPHICS

- 65% print readers pick their copy up 2 or more times before they have finished reading it.
- 75% spend half an hour or more reading a copy.
- 43% of print readers read 5 out of 5 issues in a week.

Psychographics

- 77% looked for or bought clothing in the last 6 months
- 60% lives in a house with 3 or more sleeping rooms
- 79% have been asked for their opinion or advice
- 35% have been quoted by friends or the media recently
- 31% sit on social or work committees

*Average monthly household income: R24,967



The premier
business
publication in
South Africa

DEMOGRAPHICS



58% Male
42% Female



National Reach
60% Gauteng / Western
Cape / KwaZulu-Natal



65% SEM H
29% SEM M



29% Matric
50% Post Matric



85% Black
15% Coloured /
Indian / White



45% Married/With Partner
52% Single/Divorced



59% 15-34 y.o.
42% 35+ y.o.
Average age: 32



64% employed