



Circulation
18 041



Readership
1 084 000



Users
1 600 000



FM Follower
Count
105 827



Follower Count
141 600

PRINT READ-O- GRAPHICS

- 69% print readers pick their copy up 2 or more times before they have finished reading it
- 80% spend half an hour or more reading a copy
- 39% of print readers read 4 out of 4 issues in a month

*Average monthly household income: R25,776

PRINT Psychographics

- 76% looked for or bought clothing in the last 6 months
- 59% lives in a house with 3 or more sleeping rooms
- 75% have been asked for their opinion or advice
- 34% have been quoted by friends or the media recently
- 29% sit on social or work committees



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

DEMOGRAPHICS



57% Male
43% Female



59% Gauteng / KwaZulu-Natal / Western Cape
21% Limpopo / Mpumalanga



64% SEM H
31% SEM M



28% Matric
48% Post Matric



84% Black
16% Coloured / Indian / White



44% Married/With Partner
54% Single/Divorced



64% 15-34 y.o.
36% 35+ y.o.
Average age: 31



68% employed