



Circulation  
18 479



Readership  
2 448 000



Unique Users  
1 300 000



Follower Count  
977 000



Follower Count  
1 200 000

## PRINT READ-O-GRAPHICS

- 54% print readers pick their copy up 2 or more times before they have finished reading it.
- 72% spend half an hour or more reading a copy.
- 45% of print readers read 5 out of 5 issues in a week.

## PRINT Psychographics

- 75% looked for or bought clothing in the last 6 months
- 59% lives in a house with 3 or more sleeping rooms
- 78% have been asked for their opinion or advice
- 33% have been quoted by friends or the media recently
- 30% sit on social or work committees

\*Average monthly household income: R22,048



Real news for the upwardly mobile market

## DEMOGRAPHICS



54% Male  
46% Female



48% Gauteng  
27% Limpopo / Mpumalanga / North-West



57% SEM H  
36% SEM M



34% Matric  
45% Post Matric



94% Black  
6% Coloured / Indian / White



22% Married/With Partner  
54% Single/Divorced



55% 15-34 y.o.  
45% 35+ y.o.  
Average age: 32



59% employed