



Circulation
59 090



Readership
4 815 000



Unique Users
3 000 000



Followers Count
278 000



Follower Count
906 900

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

PSYCHOGRAPHICS

- 78% say people sometimes ask them for their opinion or advice.
- 60% like to keep abreast of the changes in their industry.
- 73% looked for or bought clothing in the last 6 months.
- 60% lives in a house with 3 or more sleeping rooms.

*Average monthly household income: R21 746



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

DEMOGRAPHICS



52% Male
48% Female



National Reach
66% Gauteng / WC / KZN



59% SEM H
33% SEM M



37% Matric
40% Post Matric



83% Black
17% Coloured/
Indian/White



44% Married/With
Partner
53% Single/Divorced



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



56% employed