



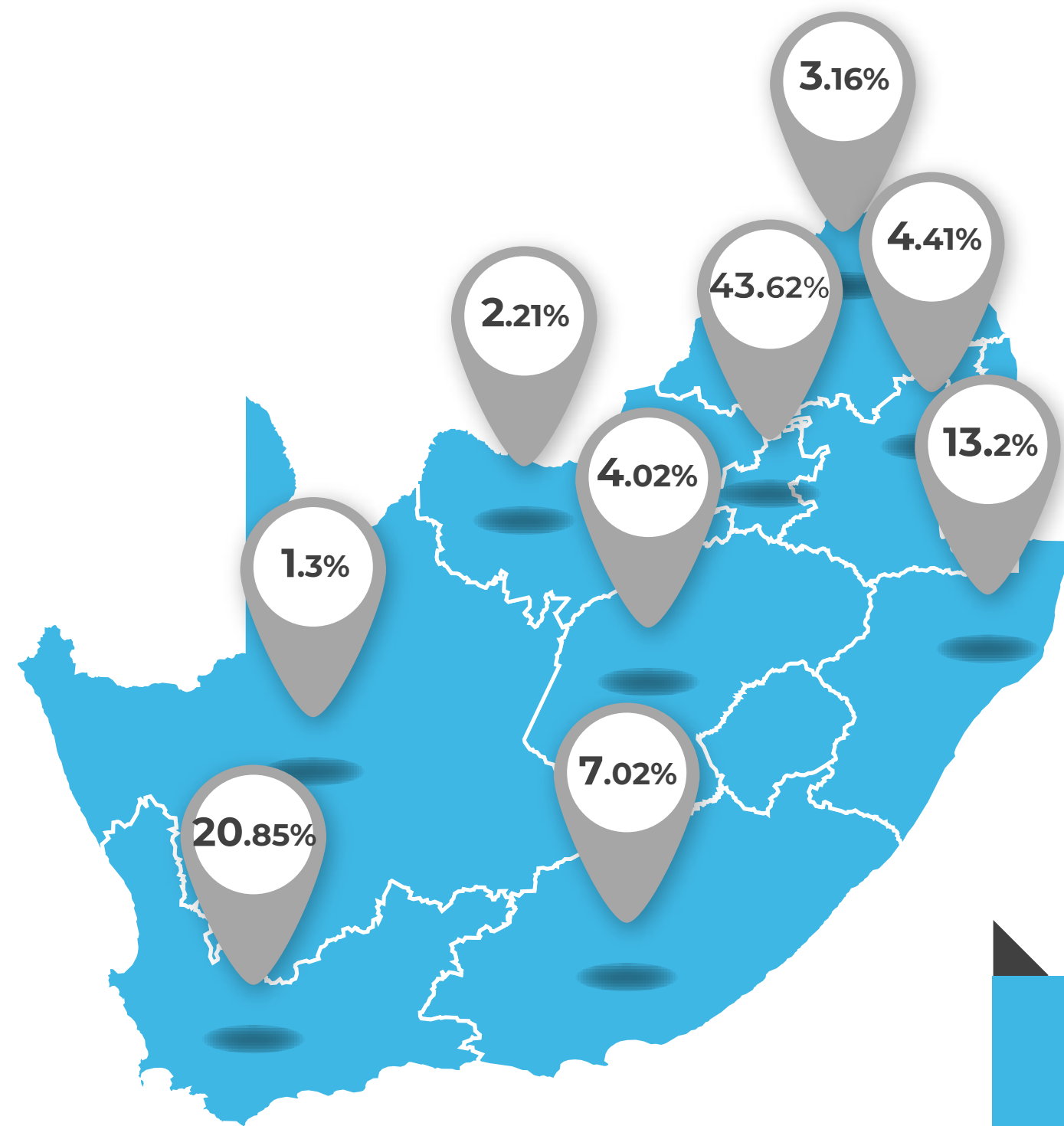
**Unique Browsers**  
**1 861 309**



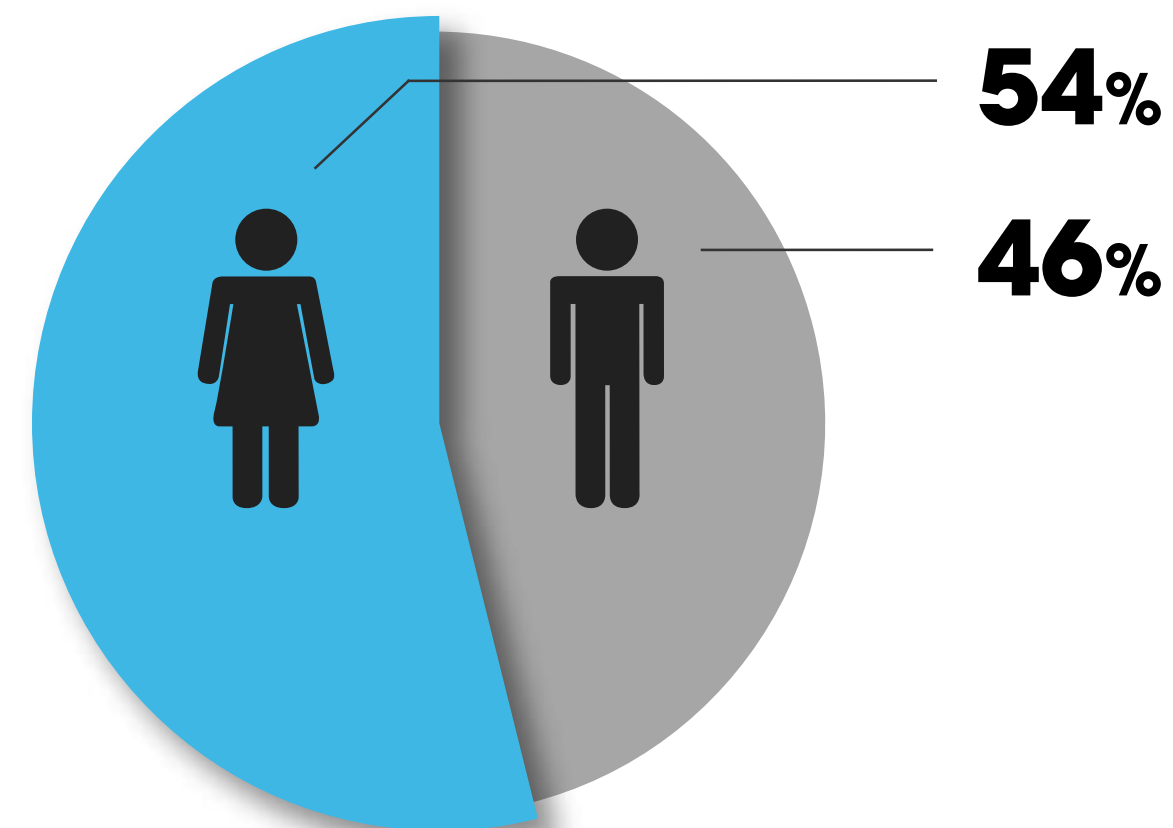
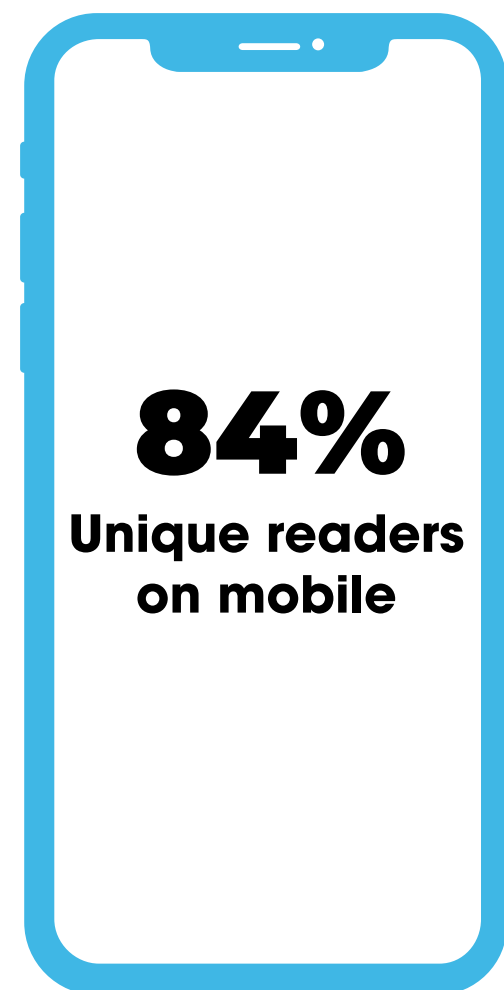
**Page Views**  
**5 937 922**



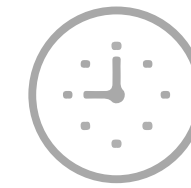
**Average Daily UBs**  
**116 586**



**83% Viewability**  
**across News24 network**



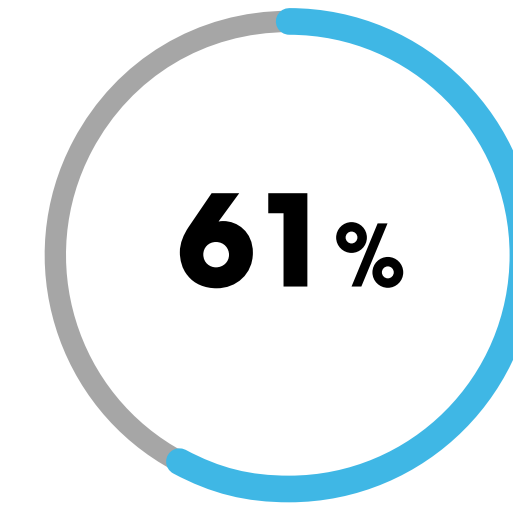
## Engagement Stats:



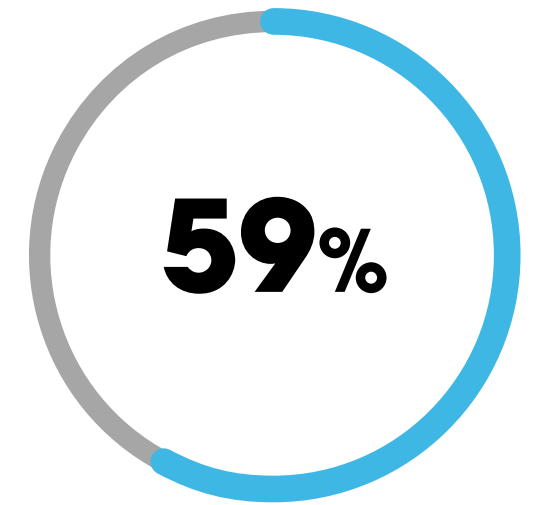
**Average visit duration - 00:34 minutes**



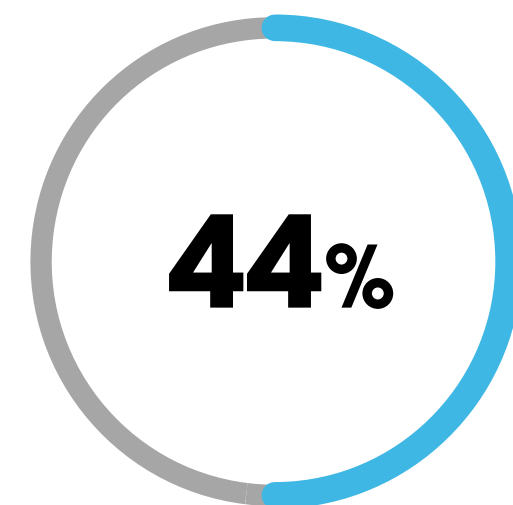
**Page views per visit - 0.34 pages**



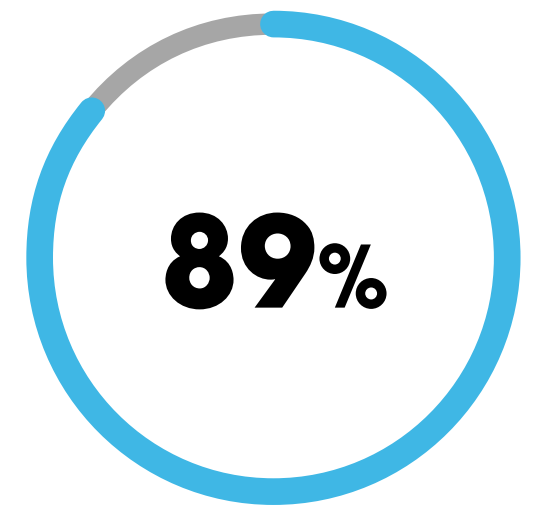
**Readers work fulltime**



**Readers with a tertiary education**



**Readers are aged 18-34 years**



**Readers access internet daily**