

W<sub>24</sub>



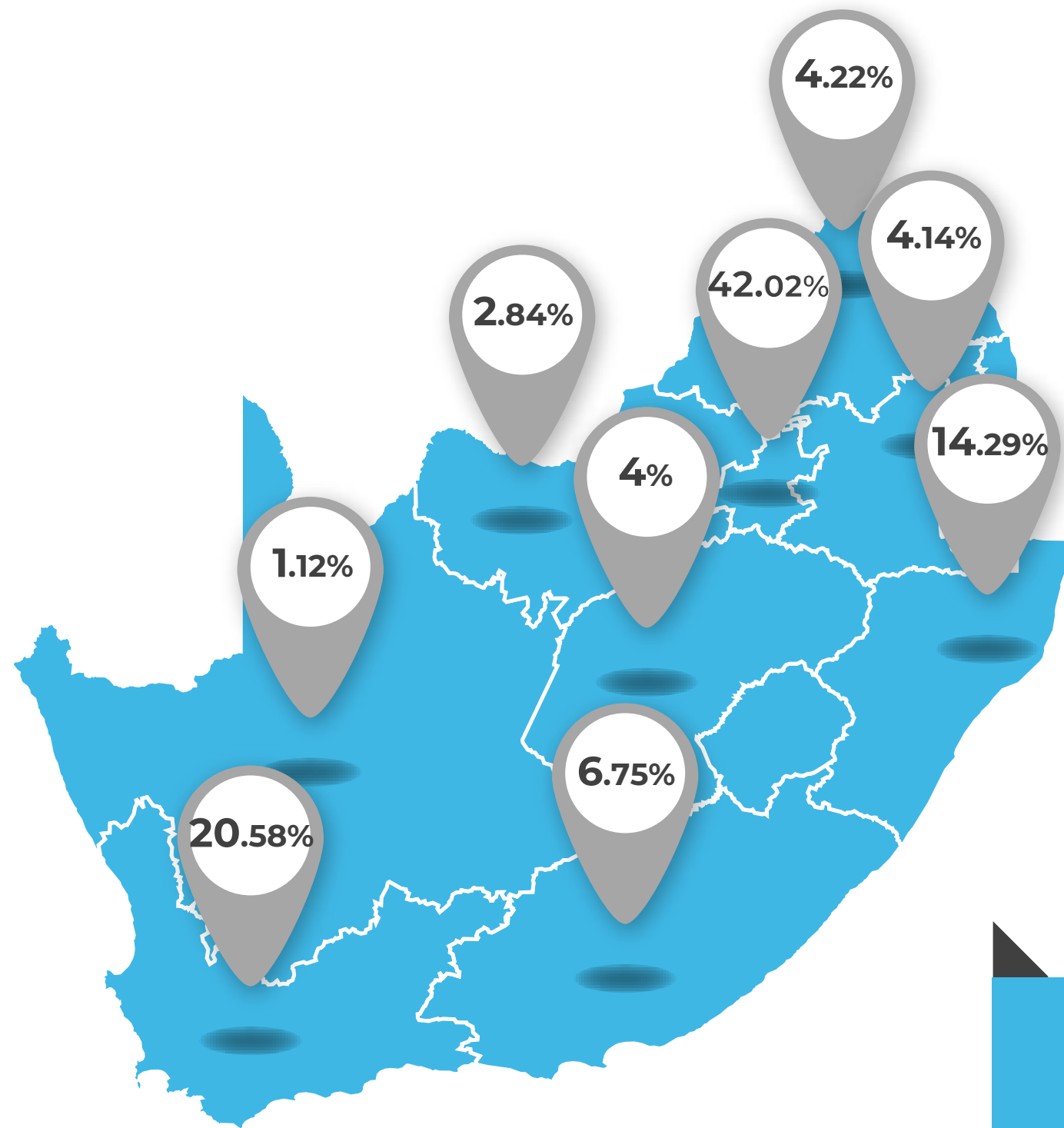
**Unique Browsers**  
**853 699**



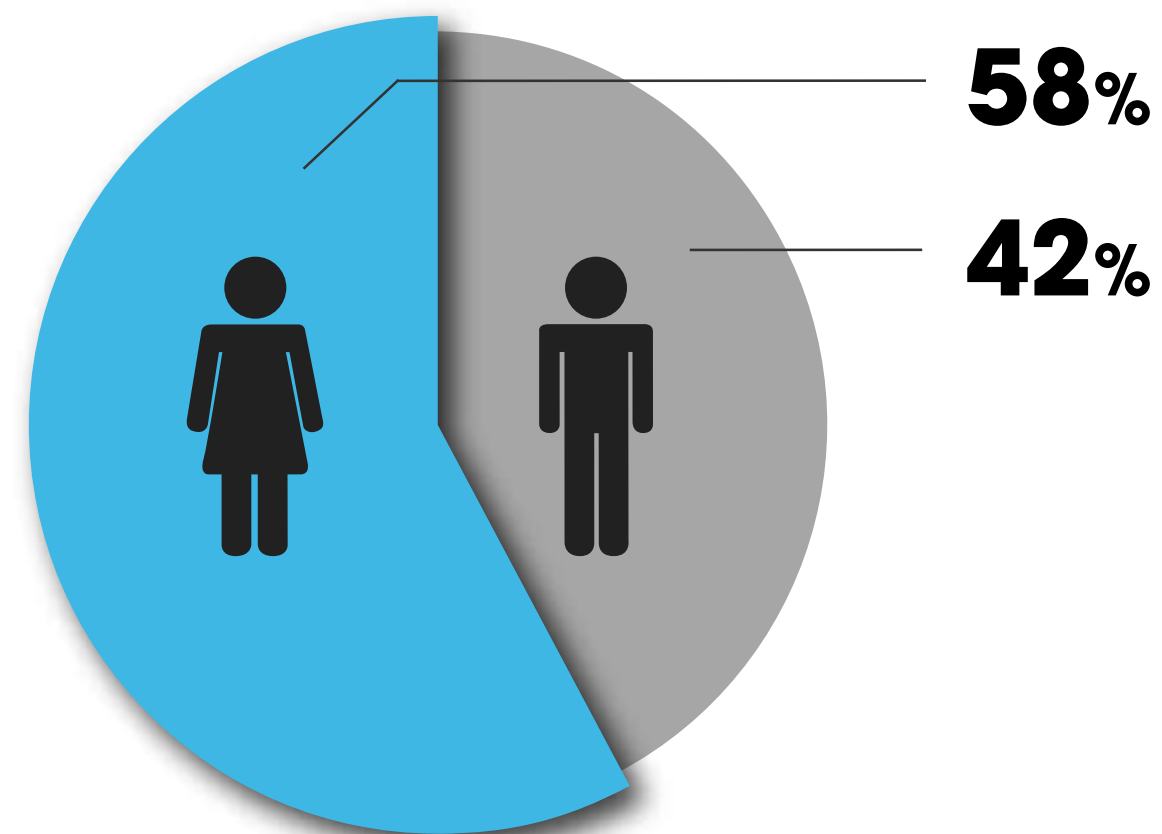
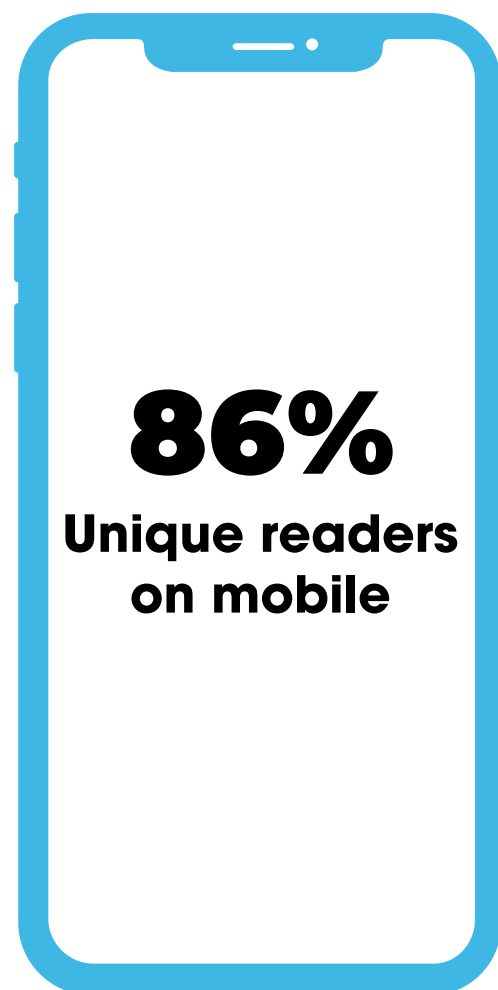
**Page Views**  
**1 898 104**



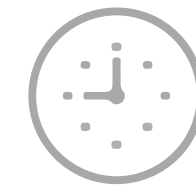
**Average Daily UBs**  
**46 615**



**80% Viewability**  
**across News24 network**



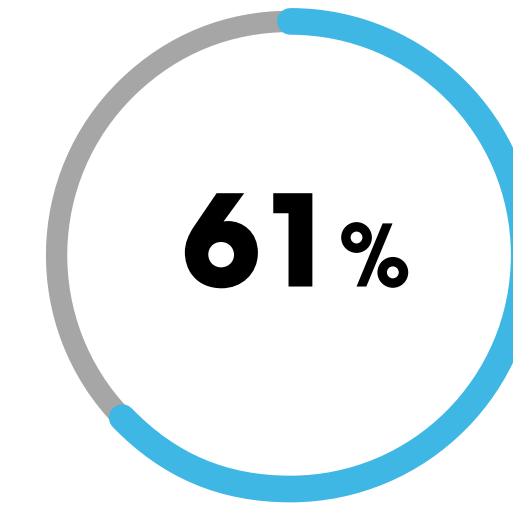
**Engagement Stats:**



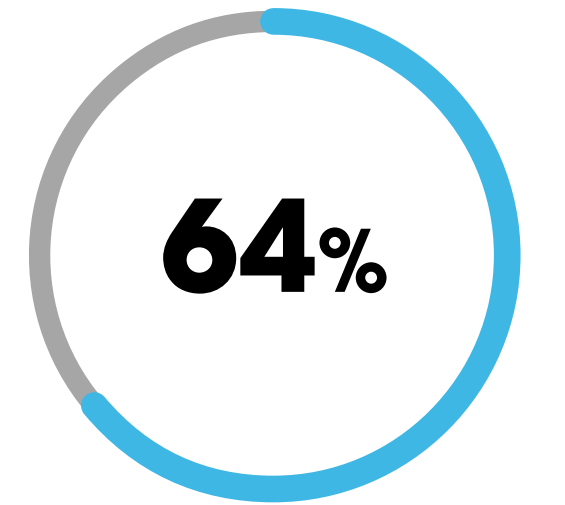
**Average visit duration - 00:36 minutes**



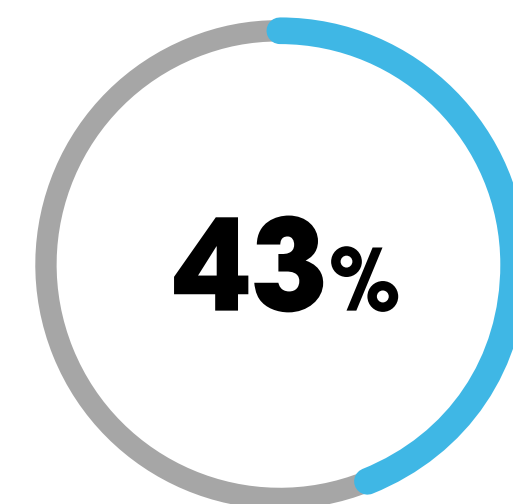
**Page views per visit - 1.18 pages**



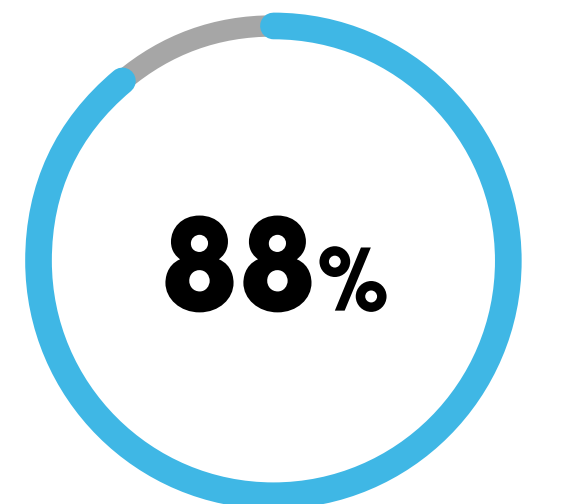
**Readers work fulltime**



**Readers with a tertiary education**



**Readers are aged 18-34 years**



**Readers access internet daily**