



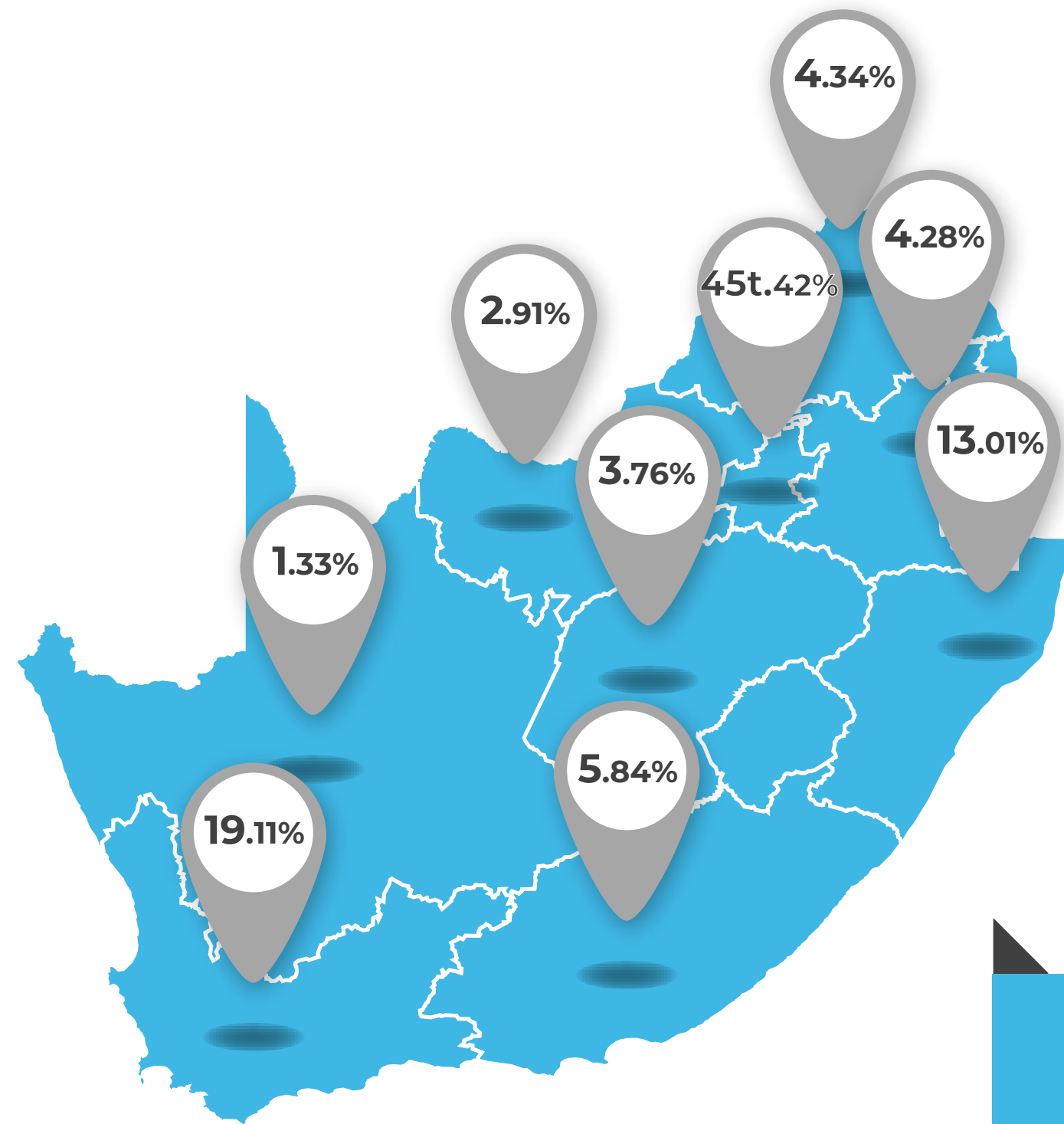
**Unique Browsers**  
**2 580 965**



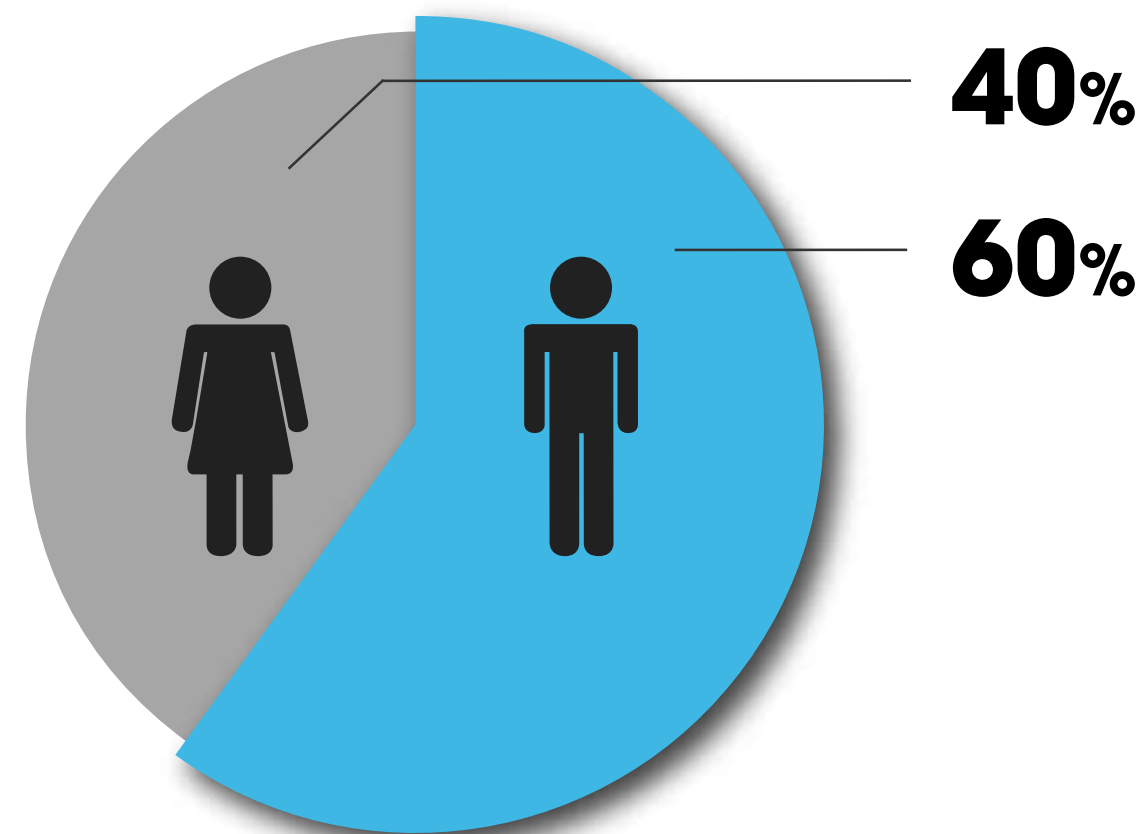
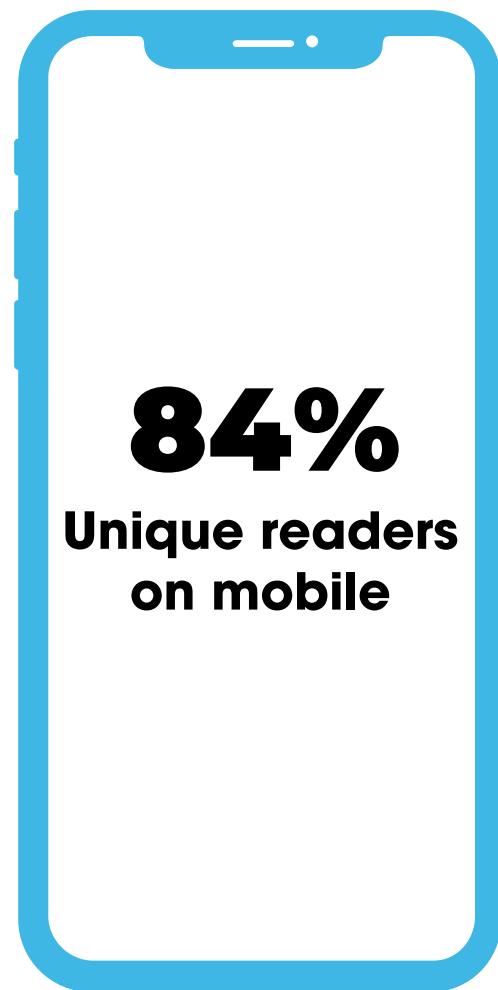
**Page Views**  
**10 593 017**



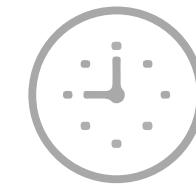
**Average Daily UBs**  
**209 769**



**86% Viewability**  
**across News24 network**



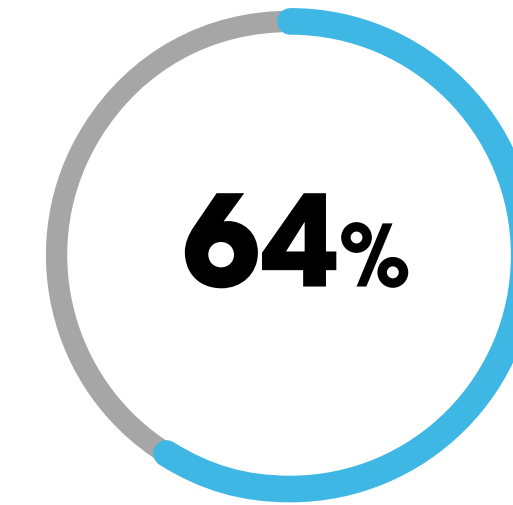
## Engagement Stats:



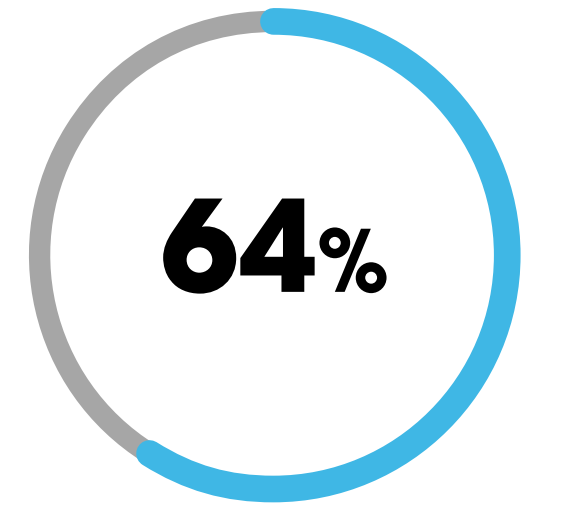
**Average visit duration - 00:49 minutes**



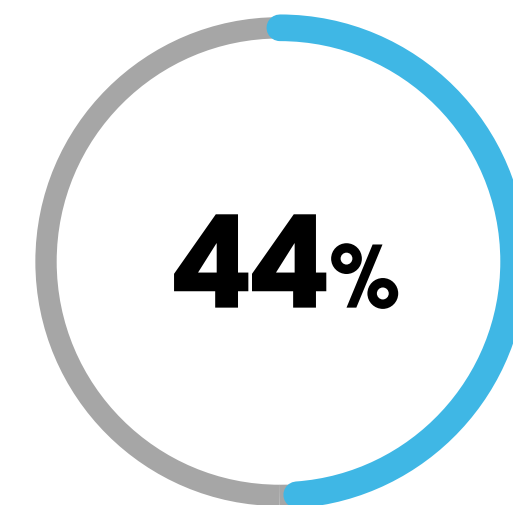
**Page views per visit - 1.27 pages**



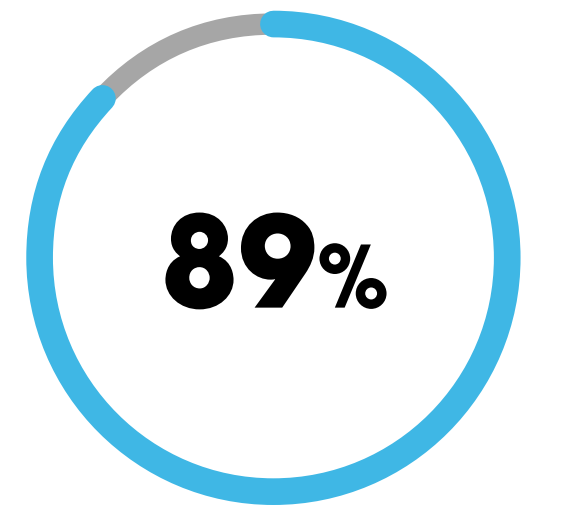
**Readers work fulltime**



**Readers with a tertiary education**



**Readers are aged 18-34 years**



**Readers access internet daily**