

SWALE



WEEKLY READERSHIP

12,282

11,091

JICREG (Nov 2019)

CIRCULATION

3,541

3,878

BPA (Jan-Dec 2018)

SN

ST



UNIQUE BROWSERS

475,733

217,208

PAGE IMPRESSIONS

883,928

484,087

SN

ST



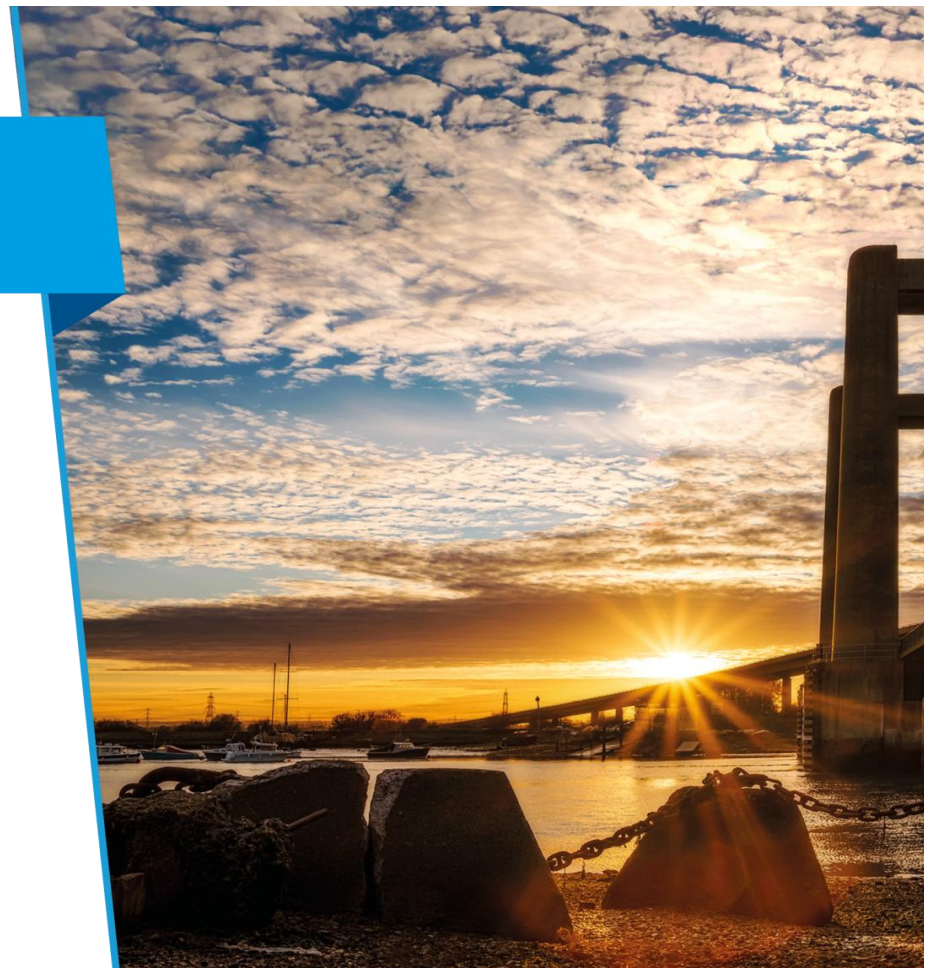
ESTIMATED WEEKLY LISTENERS

27,571

GROUP WEEKLY LISTENERS

193,000

RAJAR Q4 2019 (Jul - Dec 2019)



DEMOGRAPHIC - AREA PROFILE

MALE **49%** FEMALE **51%** ABC1 **58%** C2DE **42%**

P O P U L A T I O N

JICREG (Nov 2019)

121,580

