

audience

READERSHIP & CIRCULATION

	Monday - Friday	Weekend	Life & Leisure (Friday & Weekend)
Audience	237,000	153,000	363,000*
Circulation	73,158	71,834	144,992^

Source: Readership - Roy Morgan December 2011

* Fri or Sat Readership

^ Circulation - Audit Bureau of Circulation September 2011 (Figure sum of Mon-Fri & Weekend circulation figures)

READER PROFILE

	National Population	The Australian Financial Review	Weekend Financial Review
Men	49%	72%	62%
Women	51%	28%	38%
Average Age	45	45	49
AB Quintile	20%	67%	56%
Personal Income \$70k+	18%	61%	51%
Personal Income \$100k+	8%	45%	36%
Average Personal Income	\$41,660	\$110,440	\$91,150
Average Household Income	\$89,690	\$177,550	\$159,460
Savings & Investments \$100k+	24%	50%	53%
C-Suite (Top 6 self-coded occupations)	9%	30%	28%
Professional/Manager	16%	63%	47%
Light or No Commercial TV (<2 hrs /day)	38%	50%	50%
Light or No Commercial Radio (<2 hr /day)	17%	40%	35%

Source: Readership - Roy Morgan December 2011

BUSINESS EXECUTIVE READERSHIP

The Australia's Business Readership Survey (AUSBRIS) is the comprehensive look at the media habits, consumption and decision making of senior business executives in Australia.

KEY FINDINGS FROM 2011 AUSTRALIA'S BUSINESS READERSHIP SURVEY

- *Financial Review* was rated the No. 1 most important publication for business executives jobs*
- It is also the highest reaching publication for senior business executives. 48% of all business executives read the *Financial Review* Mon - Fri (The Australian Mon - Fri 30%)
- 51% of C-Suite executives read the *Financial Review* Mon - Sat (The Australian Mon - Sat 31%)

Business executives who read the *Financial Review* Mon-Sat are:

SENIOR 51% are C-Suite Executives (Chairman/CEO, CFO or COO)

POWERFUL Responsible for \$3.9M in business decisions p.a.

WEALTHY Earn on average \$305k p.a., Net wealth \$2.49M

ADVERTISER BENEFITS

- *The Australian Financial Review* delivers wealthy individuals with the power to influence.
- *Financial Review* readers are astute business decision makers who are open to new products and services that deliver viable solutions.
- *Financial Review* connects with those who are searching for intellectual capital and those who are on the move professionally.