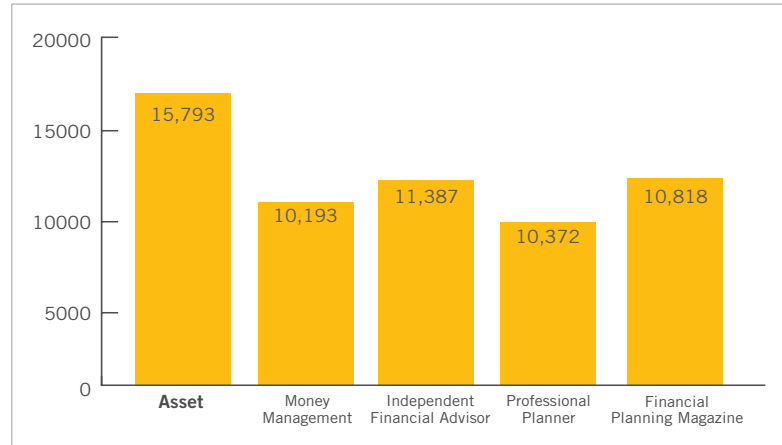


audience

ASSET CIRCULATION

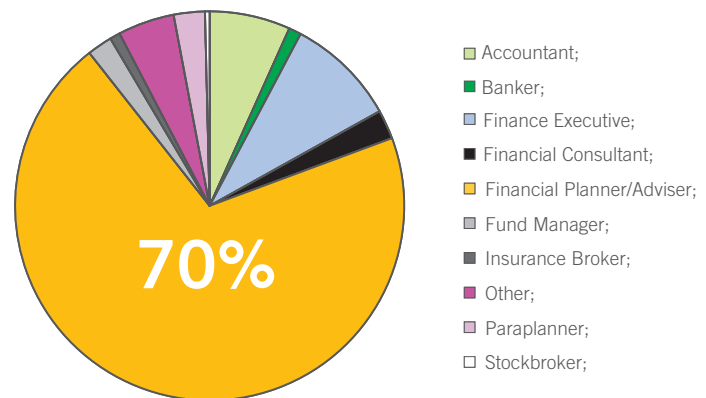
Asset is the highest circulating trade publication for financial planners.



Source: CAB September 2011

Over three quarters of *Asset* readers' primary job function is either financial planning, advising, consulting or executive roles.

Asset Circulation by Job Function



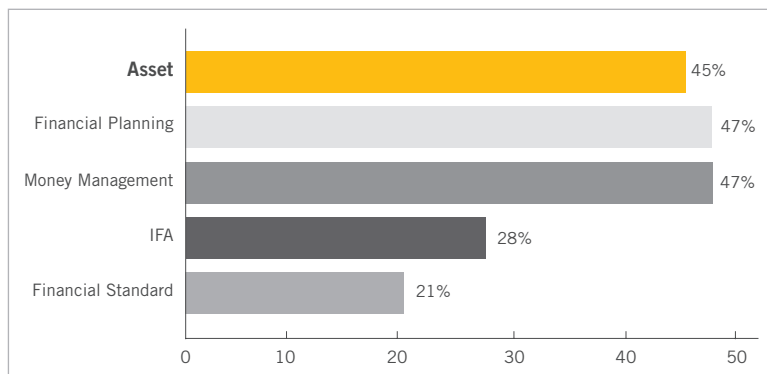
Source: CAB September 2011

ANALYSIS OF PRIMARY JOB FUNCTION

Job Function	Responses	Job Function	Responses
Accountant	7%	Insurance Broker	1%
Banker	1%	Other	5%
Finance Executive	9%	Paraplanner	3%
Financial Consultant	2%	Stockbroker	0%
Financial Planner / Adviser	70%		
Fund Manager	2%		

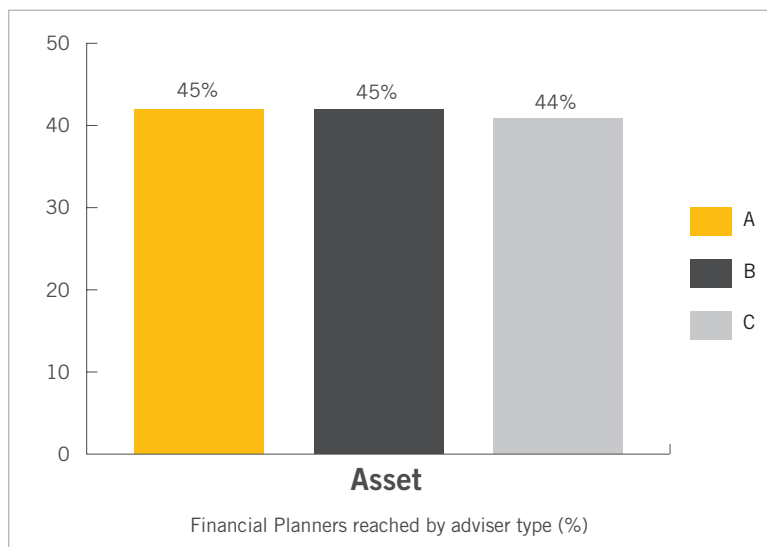
ASSET READERSHIP

Independent research by Marketing Pulse shows that *Asset* is read by nearly half of all Financial Planners/Advisers.



Source: Marketing Pulse, July - September 2011

Research also reveals *Asset* magazine has strong reach to Type A Advisers.*



Source: Marketing Pulse, July - September 2011

*Type A advisers come from independent dealer groups or have their own licence and their clients have an average of over \$200k funds under advice. Type B advisers are predominantly independent and their clients have an average of \$100k-\$200k funds under advice. Type C advisers predominantly have tied distribution and their clients have an average of under \$100k funds under advice.