

audience

**READERSHIP:
133,000***
**CIRCULATION:
81,671****

BOSS MAGAZINE AUDIENCE

Financial Review BOSS is not just about the numbers: our readers have a discerning approach towards success and competition - at work and at leisure.

READER PROFILE

71% male / 29% female*

Average age is 45*

64% are ABs*

BOSS readers earn on average \$224K[^]

BOSS readers have an average of \$1.5million in savings and investments[^]

77% of readers have shares[^]

52% of readers have a residential investment property[^]

Almost three quarters of readers hold an undergraduate degree and 40% hold a postgraduate degree[^]

BOSS readers are time poor. 57% say there are not enough hours in the day*

BOSS REACHES A QUARTER OF ALL SENIOR BUSINESS EXECUTIVES^{^^}

BOSS reaches;

29% of C-Suite Executives

29% of Chairman/Chief Executives

30% of Chief Financial Officers

30% of Directors/Vice Presidents/General Managers

27% of Owner/Partners

BOSS HAS A STRONG REACH TO BUSINESS DECISION MAKERS REACHING^{^^}

25% of all senior business executives who are decision makers

29% of senior business executives who are real estate business decision makers

24% of senior business executives who are IT business decision makers

27% of senior business executives who are financial and legal services business decision makers

COMBINED POWER OF BOSS + FINANCIAL REVIEW MAGAZINE^{^^}

One advertisement in *BOSS* and the *Financial Review Magazine* reaches:

47% of C-Suite Executives

51% of Chairmen / Chief Executives

49% of senior business executives who are financial and legal services business decision makers

EXCLUSIVITY*

BOSS has low cross-over with other magazines

12% of *BOSS* readers, read *BRW*

10% read *Time*

29% read the *Weekend Australian Magazine*

26% read *Qantas The Australian Way*

MEDIA HABITS*

69% of *BOSS* readers do not read business and airline titles

50% of *BOSS* readers watch less than 2 hours of commercial TV per day

20% of *BOSS* readers listen to less than 1 hour of commercial radio per day

NB: Business and Airline Titles include: Time, BRW, Qantas The Australian Way, Virgin Blue Voyeur, Jetstar, WA Business News, The Monthly, The Week.

Source: * Roy Morgan September 2011 ** ABC September 2011

[^] Financial Review BOSS Reader Survey, Nov 2009, n=300

^{^^} Australia's Business Readership Survey 2011

www.adcentre.com.au/financial-review-boss.aspx