

reader profile



The *Sunday Life* reader is aged between 25-49. She is educated, intelligent and busy juggling different aspects of her life. She strives to be the best she can be in everything she does – to look stylish, to take care of her body, to take care of her loved ones and to have a fulfilling life. She is interested in the world around her and wants to better understand her place in it as well as all of the issues that directly impact on her.

The *Sunday Life* reader is:

FEMALE

676,000 of *Sunday Life's* readers are female.

AB

227,000 of *Sunday Life's* female audience is in the AB socio-economic segment.

EDUCATED

368,000 or 54% of *Sunday Life's* female readers have a diploma or degree.

A HIGH INCOME EARNER

101,000 of *Sunday Life's* female readers earn a personal income of \$80,000+, more than twice as likely as the population average.

CAREER DRIVEN

176,000 of *Sunday Life's* female readers are working as a Professional/Manager.

FINANCIALLY STABLE

46% or 310,000 of *Sunday Life's* female audience have a high disposable income.

Source: RMR March 11
Filter = Women