

audience

**READERSHIP:
369,000***

Friday or Weekend Financial Review

**CIRCULATION:
144,992****

Monday - Friday +
Weekend Financial Review

*Source: Roy Morgan September 2011

**Source: ABC September 2011

^ The Sophisticated Traveller Reader Survey 2009

THE SOPHISTICATED TRAVELLER AUDIENCE

READER PROFILE ^

70% of *The Sophisticated Traveller* readers are male

30% of *The Sophisticated Traveller* readers are female

80% of the pass-on readership are female

\$219k is the average income of *The Sophisticated Traveller* readers ^

47yrs is the average age

27% of *The Sophisticated Traveller* readers spent over \$2,000 on their last watch purchase

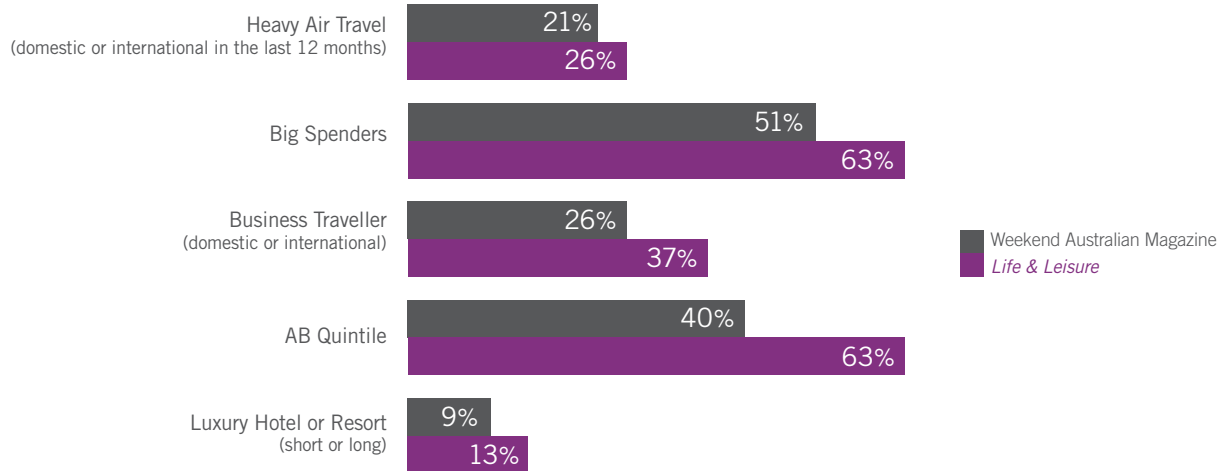
FASHION/ACCESSORIES ^

\$777 is the average spent on clothing over the past 4 weeks

\$129 is the average spent on grooming products over the past 4 weeks

\$2,200 is the average spent on last watch purchase

TRAVEL

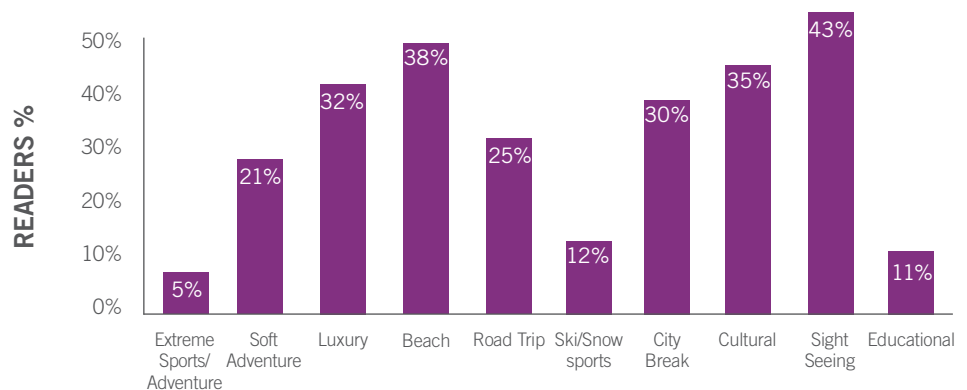


Source: Roy Morgan September 2011

Life & Leisure figure - Friday / Weekend Financial Review

WHAT TYPE OF TRIP DO YOU TAKE MOST OFTEN?

Readers of *The Sophisticated Traveller* take a wide variety of trip types.



Source: The Sophisticated Traveller Reader Survey 2009