

A MATURE, ENGAGED & FINANCIALLY SAVVY AUDIENCE



The *Weekend Financial Review* conducted a reader survey in November 2010.

The aim of the survey was to provide a deeper level of understanding of the *Weekend Financial Review* reader, their media, retail & investment habits, as well as their engagement with the *Weekend Financial Review* newspaper.

The results will give advertisers an unparalleled insight into our mature, engaged & financially savvy audience.

Reader Survey Findings

- On average, readers spend 83 mins with each issue of the *Weekend Financial Review*.
- 29% of *Weekend Financial Review* readers work in a company of 20 employees or less.
- Ave. *Weekend Financial Review* reader earns \$165,750 per year.
- 60% of *Weekend Financial Review* readers have visited an advertiser's website upon seeing an advertisement in the *Weekend Financial Review*.
- 45% of *Weekend Financial Review* readers own a Self Managed Super Fund, or intend to start one in the next 12 months.
- Ave. *Weekend Financial Review* reader has \$2.5million in investments (property, superannuation & general investments).
- 46% of *Weekend Financial Review* readers intend to buy an iPad / e-reader / tablet in next 12 months.

Weekend Financial Review Survey November 2010, N=604

The complete findings include more insights on:

Media Habits | Travel | Small Business | IT&T | Motoring | Industry | Investments | Advertising

For more information on the *Weekend Financial Review* Reader Survey, or to discover how to reach this exclusive audience, contact:
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