

audience

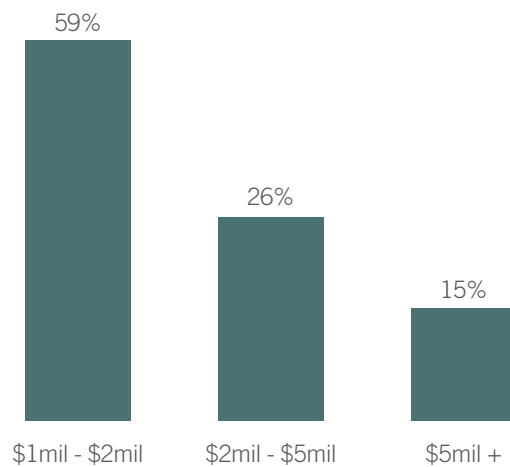
**READERSHIP:  
105,000\***  
**CIRCULATION:  
50,105\*\***

## SMART INVESTOR AUDIENCE

*Smart Investor* reaches about one in five of all high net worth investors in Australia, who own:

- An average of \$3.3 million (excluding own home, but including SMSF) in investable assets
- Have invested an average \$1.4 million in residential property and \$1.6 million in commercial property<sup>^</sup>
- Have an average of \$1.7 million in their super and \$650,000 in cash/term deposits
- Over three in four own a SMSF with an average balance of \$2.0 million<sup>^</sup>
- One in ten own their own business
- 89% get satisfaction from developing their expertise in financial matters<sup>^</sup>
- Trade shares an average of 10 times per year.

### Total investment portfolio size of HNW investors who read *Smart Investor*



Source: Investment Trends Pty Ltd. Nov 2012 HNW Investor Report: Profile of HNWs reading *Smart Investor*

*Smart Investor* readers are avid share traders:

- Seven in ten *Smart Investor* readers traded shares online in the last 2 months
- The average size of their most recent trade being \$21,000
- 56% of *Smart Investor* readers ranked investment magazines as one of their top sources used to research investment opportunities
- 65% of readers believe that Australia's economy will record healthy growth post-2011 and 59% feel that Australian stocks are currently undervalued<sup>^</sup>

Source: Investment Trends Pty Ltd. 1H2012 Online Broking Report: Profile of *Smart Investor* readers;

<sup>^</sup>Investment Trends Pty Ltd. 1H2011 Online Broking Report: Profile of *Smart Investor* readers;

\*Roy Morgan Research, March 2013; \*\*Audit Bureau of Circulations, March 2013