

READERSHIP & CIRCULATION

	Monday - Friday	Weekend	<i>Life & Leisure</i> (Friday & Weekend)
Audience	227,000	135,000	350,000*
Circulation	64,861	81,606	146,467^

Source: Readership - * Roy Morgan Research March 2013 (Fri or Sat Readership)

^ Circulation - Audit Bureau of Circulation March 2013 (Figure sum of Mon-Fri & Weekend circulation figures)

READER PROFILE

	National Population	<i>The Australian Financial Review</i>	<i>Weekend Financial Review</i>
Men	49%	73%	68%
Women	51%	27%	32%
Average Age	45	46	52
AB Quintile	20%	71%	55%
Personal Income \$70k+	20%	67%	53%
Personal Income \$100k+	9%	48%	35%
Average Personal Income	\$43,610	\$118,140	\$98,360
Average Household Income	\$93,380	\$179,240	\$164,120
Savings & Investments \$100k+	25%	53%	56%
Professional/Manager	16%	68%	48%
Light or No Commercial TV (<2 hrs /day)	47%	64%	60%
Light or No Commercial Radio (<1 hr /day)	55%	61%	64%

Source: Roy Morgan Research March 2013

BUSINESS EXECUTIVE READERSHIP

The **Business Elite Australia Survey** is the comprehensive look at the media habits, consumption and decision making of senior business executives in Australia.

KEY FINDINGS FROM 2012 AUSTRALIA'S BUSINESS READERSHIP SURVEY

- *Financial Review* was rated the No. 1 most important publication for business executives jobs*
- It is also the highest reaching publication for senior business executives. 43% of all business executives read the *Financial Review* Mon - Fri (The Australian Mon - Fri 26%)
- 53% of C-Suite executives read the *Financial Review* Mon - Sat (The Australian Mon - Sat 36%)

Business executives who read the *Financial Review* Mon-Sat are:

SENIOR 49% are C-Suite Executives (Chairman/CEO, CFO or COO)

POWERFUL Responsible for \$3.7M in business decisions p.a.

WEALTHY Earn on average \$258k p.a., Net wealth \$2.22M

ADVERTISER BENEFITS

- *The Australian Financial Review* delivers wealthy individuals with the power to influence.
- *Financial Review* readers are astute business decision makers who are open to new products and services that deliver viable solutions.
- *Financial Review* connects with those who are searching for intellectual capital and those who are on the move professionally.