

audience

**READERSHIP:
350,000***

Friday or Weekend Financial Review

**CIRCULATION:
146,467****

Monday - Friday +
Weekend Financial Review

*Source: Roy Morgan March 2013
(Life & Leisure figure - Friday or Weekend Financial Review)
Source: ABC March 2013
^ Life & Leisure Reader Survey 2010

LIFE & LEISURE AUDIENCE

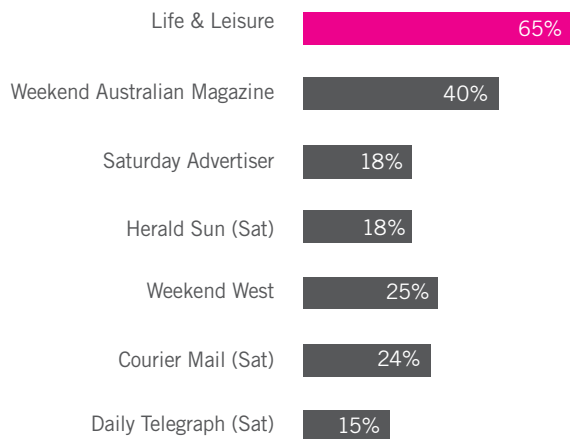
READER PROFILE^

83% of *Life & Leisure* readers are male
17% of *Life & Leisure* readers are female
57% of the pass-on readership are female
\$199,150 is the average income of *Life & Leisure* readers
47yrs is the average age
58% of *Life & Leisure* readers intend to buy a prestige / luxury / sports car as their next purchase

FASHION/ACCESSORIES^

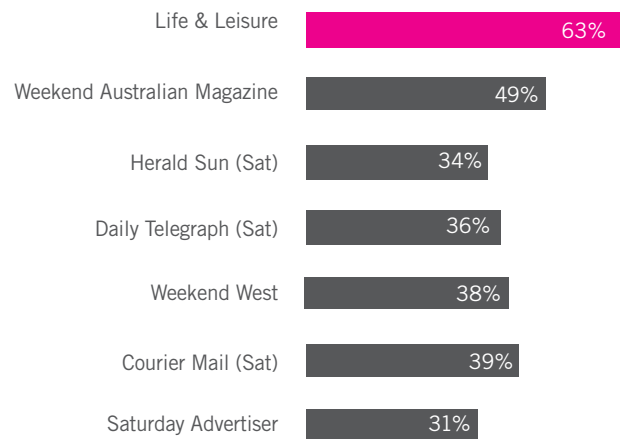
\$890 is the average spent on clothing over the past 4 weeks
\$1,520 is the average spent on jewellery for someone else over the past 12 months
\$3,269 is the average value of next watch purchase

PERCENTAGE OF READERS WHO ARE ABs *



Life & Leisure readers are more than 3 times more likely than average to be AB's

PERCENTAGE OF READERS WHO ARE BIG SPENDERS*



Life & Leisure readers are 88% more likely than average to be Big Spenders.