

**READERSHIP & CIRCULATION**

|             | Monday - Friday | Weekend | Life & Leisure (Friday & Weekend) |
|-------------|-----------------|---------|-----------------------------------|
| Audience    | 309,000         | 160,000 | 485,000                           |
| Circulation | 64,270          | 62,278  | 133,621                           |

Source: Readership - \*emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending September 2013, Nielsen Online Ratings September 2013, people 14+ only (Life & Leisure Fri or Sat Readership)

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

**READER PROFILE**

|                          | National Population | The Financial Review | AFR Weekend | Life & Leisure (Fri & Weekend) |
|--------------------------|---------------------|----------------------|-------------|--------------------------------|
| Male                     | 49%                 | 72%                  | 74%         | 66%                            |
| Female                   | 51%                 | 28%                  | 26%         | 34%                            |
| Average Age              | 44                  | 47                   | 52          | 48                             |
| Social Grade A or B      | 40%                 | 77%                  | 73%         | 73%                            |
| Personal Income \$70k+   | 14%                 | 38%                  | 29%         | 31%                            |
| Personal Income \$100k+  | 6%                  | 26%                  | 20%         | 20%                            |
| Average Personal Income  | \$76,751            | \$121,746            | \$123,674   | \$110,627                      |
| Average Household Income | \$87,593            | \$158,459            | \$148,699   | \$139,854                      |
| Investments \$100k+      | 24%                 | 38%                  | 41%         | 37%                            |
| Manager/Professional     | 22%                 | 51%                  | 42%         | 43%                            |

Source: emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending September 2013, Nielsen Online Ratings September 2013, people 14+ only (Life & Leisure Fri or Sat Readership)

**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.