

audience

**READERSHIP:  
234,000\***  
**CIRCULATION:  
38,550\*\***

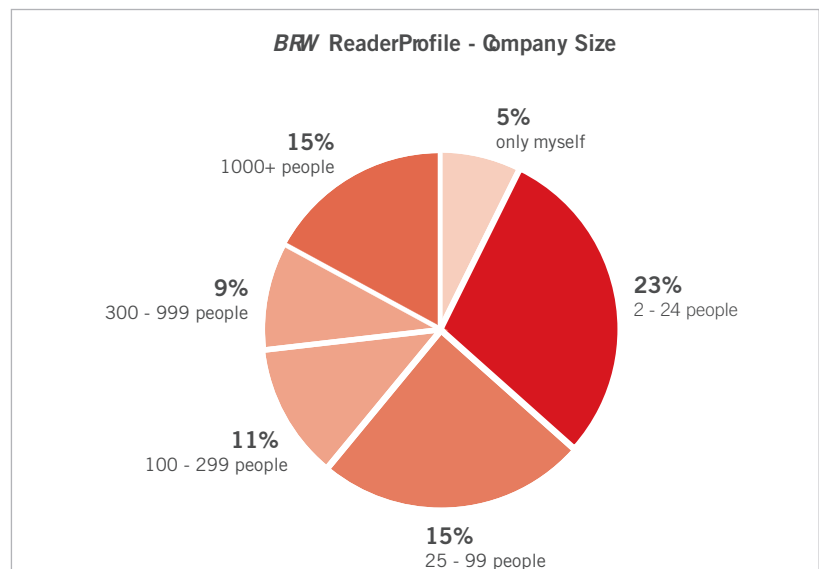
## BRW AUDIENCE

### WHO IS THE BRW READER?^

- The average *BRW* reader is 44 years old
- The average *BRW* reader earns \$162K
- *BRW* readers on average have savings and investments worth \$1.3 million
- Over a quarter of *BRW* readers are owners/partners/proprietors
- The average *BRW* reader spends 63 minutes reading the magazine
- The average *BRW* reader intends to spend over \$60K on their next vehicle purchase

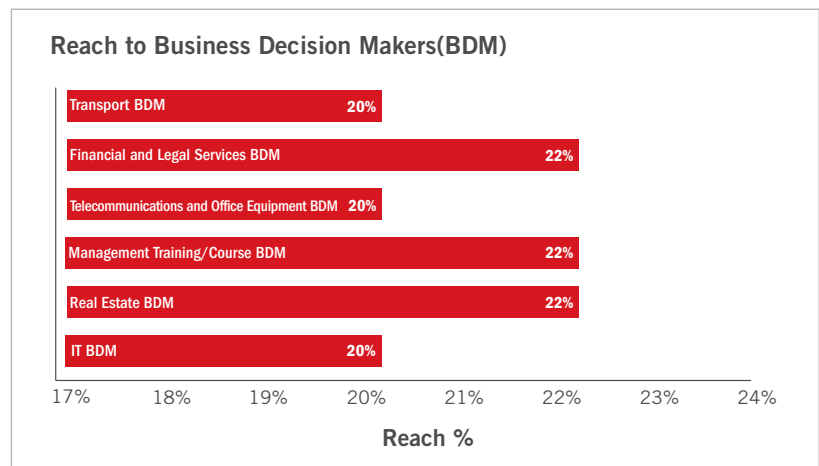
Source: \*Roy Morgan Research, March 2013. \*\*Audit Bureau of Circulations, March 2013

^ *BRW* Reader Survey, Oct 2010, n=282



Source: Roy Morgan March 2013

### BUSINESS DECISION MAKERS



Sources: Business Elite Australia Survey 2012