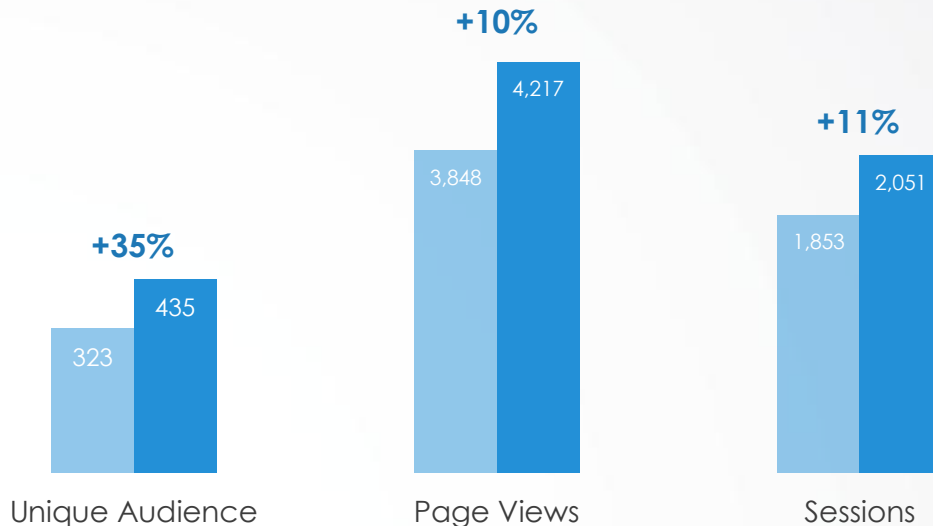


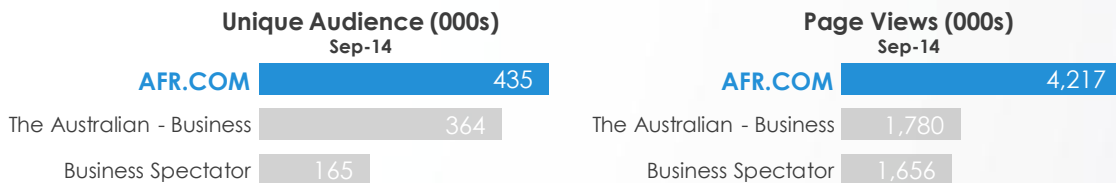
AFR.com retains it's lead on competitor premium business websites, increasing it's audience **+35%** over the last 6 months.

AFR.COM AUDIENCE (000s)

■ Mar-14 ■ Sep-14



AFR.com has a **larger audience** and **greater traffic** than key competitor business & finance news websites.



AFR.com has a higher propensity to reach **high income earners**, and **highly educated professionals** than key competitor websites.



AFR.com
49% Earn \$100k+

The Australian – Business
40%



AFR.com
60% Tertiary Educated

The Australian – Business
55%



AFR.com
ix=184 Executive/Managerial

The Australian – Business
ix=167

Source: Nielsen Online Ratings, September 2014

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