

Finance & Investments



Publication Date:
Date, 30th October 2015

Whether you offer individual financial planning services, large scale investment opportunities or provide information on tax returns, this industry specific finance & investments feature will allow you to target a relevant and engaged audience.

With people being more aware than ever of their financial situation, growing portfolio and the increasing need for individual investments, this feature will help our audience develop an understand of the finance and investments industry.

The Finance & Investments feature will publish in The Age's Business Day on 30th October 2015. Do not miss the opportunity to target a relevant and engaged audience.

Why Advertise?

- BusinessDay readers are **2.2x** more likely to be earning **\$120K+** compared to other Victorians. • **9-in-10 (551,000)** Business Day readers indicate they are the Finance decision maker in the household.
- BusinessDay readers are **2.2x** more likely than other Victorians to have investments worth **\$1 million+**, they are **65%** more likely to have investments worth **\$500K+**.
- BusinessDay readers are **46%** more likely to have shares in listed companies, **44%** more likely to have investments in debentures and bonds,
- **28%** more likely to have investments in managed funds. Business Day readers are **24%** more likely than other Victorians to apply for a Personal Loan in the next 12 months,
- **60%** more likely to invest in SMSF, **18%** more likely to take out an investment loan, **20%** more likely to take out a credit card.
- **1-in-10** BusinessDay readers intend on buying property in the next year.

Deadlines

Booking: Date 23rd October 2015

Material: Date 27th October 2015

For advertising enquires or more information, please contact:
(03) 8667 1017

*All space is subject to availability.
Early bookings are highly recommended.*



Source: *emmaTM, conducted by Ipsos MediaCT, people 14+ for the 12 months ending Mar 2015, people 14+ only. Business Day The Age M-Sat L4W Av

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