



RESEARCH OVERVIEW

An online survey was conducted across readers of the ExecutiveStyle website between October and November 2015, with a total of 1,201 respondents.

Our aim was to develop a deeper understanding of the ExecutiveStyle audience and the role that ExecutiveStyle plays in influencing their fashion and lifestyle choices.

ExecutiveStyle content provides inspiration for fashion and lifestyle choices.

55%

cite fashion trends and style advice as a main reason they visit ExecutiveStyle.

53%

indicated lifestyle articles, particularly for dining or travel, as a main reason they visit ExecutiveStyle.

ExecutiveStyle readers' are split into three distinct audiences personas.

Trending Millennials

27%

Constantly connected individuals, ready to purchase products when and where it suits them, they regularly browse social media for inspiration and place importance on catching up with friends and family.

Informed Professionals

40%

Inquisitive readers aged between 35 and 49 years who are looking for a range of information and opinions. Technology savvy, they own the latest tech gadgets and split their time between their careers, family and friends.

Refined Executives

32%

Aged 50 years and above, Refined Executives are secure in their careers and seek inspiration outside of their work lives. Aware of the bigger picture, they are conscious consumers who want to preserve the world around them.

For more information contact your Fairfax Media sales representative.

Source: Fairfax Media ExecutiveStyle Research Study, November 2015 (n=1,201).