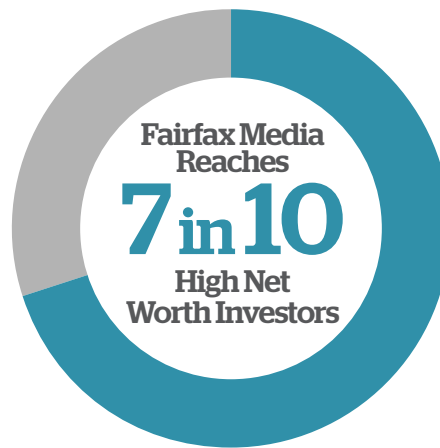


# FAIRFAX MEDIA: HIGH NET WORTH INVESTORS

The number of High Net Worth Investors in Australia has increased by 60% over the past 5 years to 400,000 investors with more than \$1m in assets.

This group hold a combined total of \$1.4 trillion in investments.



## The Australian Financial Review

*The Australian Financial Review* is the most-read newspaper among HNWI's

**155,000**

read *The Australian Financial Review* each week (24% more than key competitor *The Australian*)

They have a combined wealth of  
**\$610 billion**

## Business Day

is the highest reaching website among HNWI's

**135,000**

visit *Business Day* each month

They have a combined wealth of

**\$450 billion**

## Smart Investor

is the most-read magazine among HNWI's

**90,000**

read *Smart Investor* each month (more than double the reach of key competitor *Money* magazine)

They have a combined wealth of

**\$306 billion**

