

audience

READERSHIP:
369,000*

Friday or Weekend Financial Review

CIRCULATION:
144,992**

Monday - Friday +
Weekend Financial Review

*Source: Roy Morgan September 2011
(Life & Leisure figure - Friday or Weekend Financial Review)
**Source: ABC September 2011
^ Life & Leisure Reader Survey 2010

LIFE & LEISURE AUDIENCE

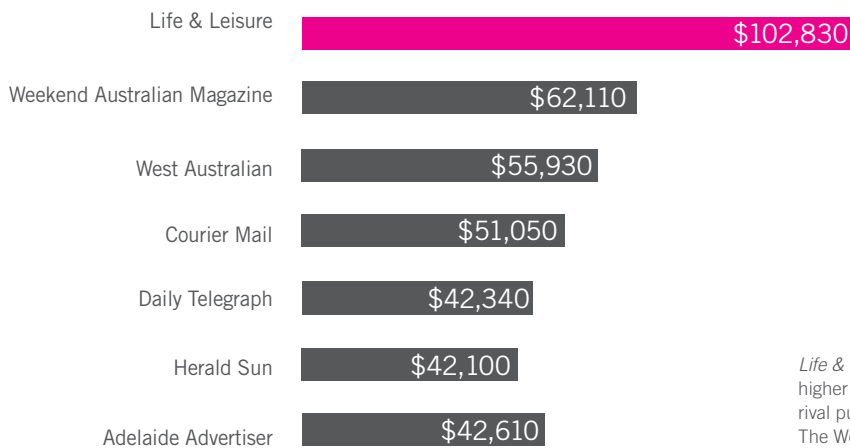
READER PROFILE

83% of Life & Leisure readers are male ^
17% of Life & Leisure readers are female ^
57% of the pass-on readership are female ^
\$199,150 is the average income of Life & Leisure readers ^
47yrs is the average age ^
58% of Life & Leisure readers intend to buy a prestige / luxury / sports car as their next purchase ^

FASHION/ACCESSORIES

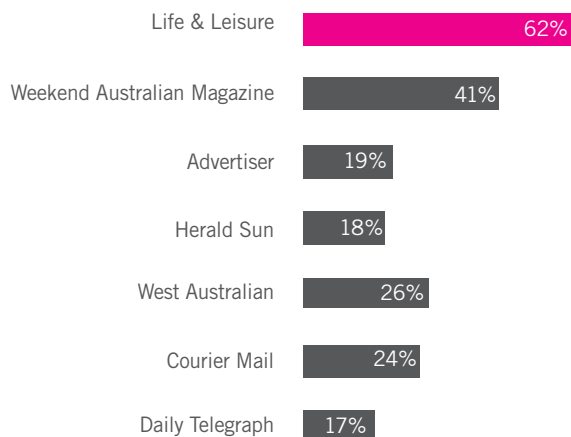
\$890 is the average spent on clothing over the past 4 weeks ^
\$1,520 is the average spent on jewellery for someone else over the past 12 months ^
\$3,269 is the average value of next watch purchase ^

AVERAGE INCOME OF READERS *



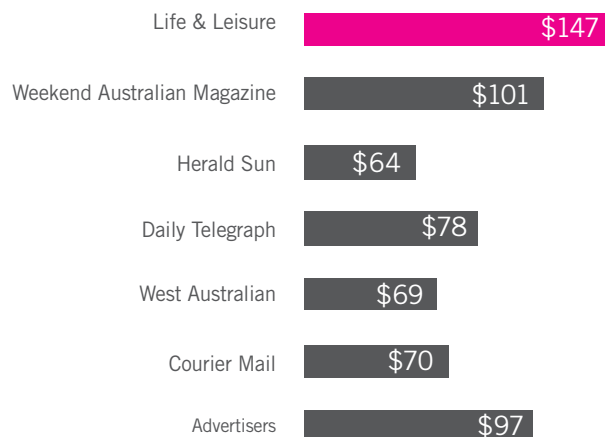
Life & Leisure readers have a much higher average income, compared to rival publications – 66% higher than The Weekend Australian Magazine

PERCENTAGE OF READERS WHO ARE ABs *



62% of Life & Leisure readers are ABs

AVERAGE AMOUNT SPENT ON ELECTRICAL GOODS IN THE PAST 4 WEEKS *



Readers of Life & Leisure have spent the most on average on electrical goods in the past 4 weeks.