

# Australia's Business Elite Survey 2011

**Australia's Business Elite Survey (AUSBRS)** is one of more than thirty business readership surveys conducted around the world (throughout Europe, US, Latin America & Asia) by Ipsos Media.

AUSBRS delivers unprecedented insight into the media and business habits of Australia's most senior business decision makers. It has become the trading currency for business media and is used by Australia's leading agencies and publishers.

AUSBRS is an essential planning and buying tool for Australia's elite businesses for the following reasons:

## 1. Difficult to reach

AUSBRS engages with Australia's business elite, who are time poor and hard to pin down.

## 2. Weakly represented by Roy Morgan

Roy Morgan is a general population survey. It under-represents niche targets (like Senior Business Executives).

## 3. Proven international methodology

IPSOS conduct business surveys across the world including: British Business Survey (since 1973), Europe (2000) Asia (1985), Japan (1998), U.S (2005) and Australia since 2005

AUSBRS is delivered in the easy to use Asteroid software.

## What does AUSBRS Measure?

**Media Consumption, Perceptions and Habits:** Reliability, time spent with media, print readership, website usage, TV viewing, print perceptions, important publications for work and investments.

**Company Profile:** Industry, no. employees

**Job Profile:** Position, main area of responsibility, business decisions

**Personal Profile:** Investments, consumption, lifestyle, travel, opinions on company challenges

**Demographics:** Gender, age, income, net wealth, state, education

**Campaign Reach & Frequency**

Australia's Senior Executive Universe

74,929

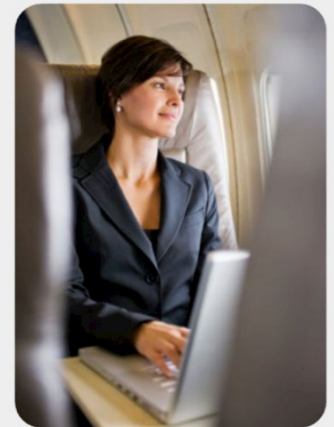
## The Typical AUSBRS Executive

The typical AUSBRS executive is a 48 year old male earning \$244k p.a. with a net worth of \$2 million and responsible for \$3.30 million in business decisions.

They are leaders, like to keep up with business and finance news, are prepared to pay more for quality and enjoy constantly learning something new.

## Senior Business Executive Media Consumption

National newspapers remain the most reliable source of business and finance news for senior business executives, followed by the internet.



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For information on how to reach this business audience contact FRG Advertising Sales:  
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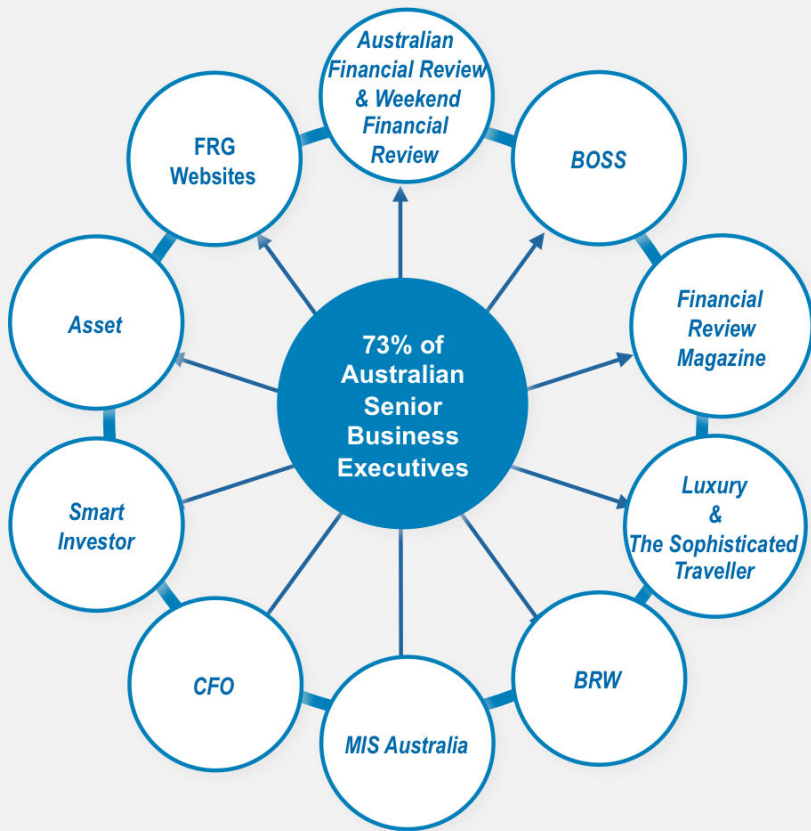


For more information on the survey contact:  
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# Senior Business Executives turn to the Financial Review Group



## Financial Review Group Reach

**C-Suite Executives**  
Reach: 77%

**Chief Financial Officers**  
Reach: 79%

**CIO/Head of IT/IT Director**  
Reach: 84%

Source: Australia's Business Elite Survey 2011  
(Asset Magazine not included in the research)

## Leaders in their field



**Financial Review Monday - Friday**

Highest reaching publication in Australia



**Weekend Financial Review**

Highest reaching weekend newspaper to Chief Executive's



**Financial Review BOSS**

Highest reaching monthly business/leadership title



**The Australian Financial Review Magazine**

Highest reaching Newspaper Inserted Magazine



**Financial Review CFO Magazine**

Highest reaching magazine to Chief Financial Officers



**Financial Review MIS Australia**

Reaches 64% of Australia's CIO's



**BRW**

Highest reaching weekly business/news magazine



**Financial Review Smart Investor**

Highest reaching personal finance magazine



**AFR.com**

Highest reaching business/finance news website