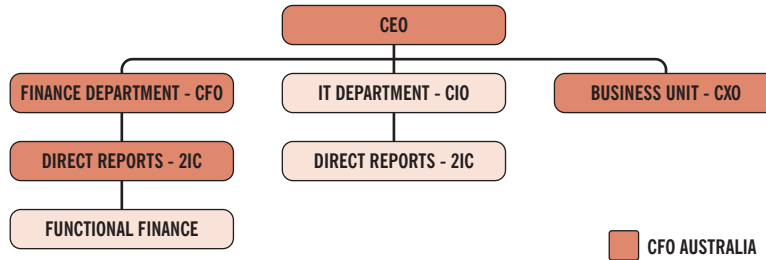


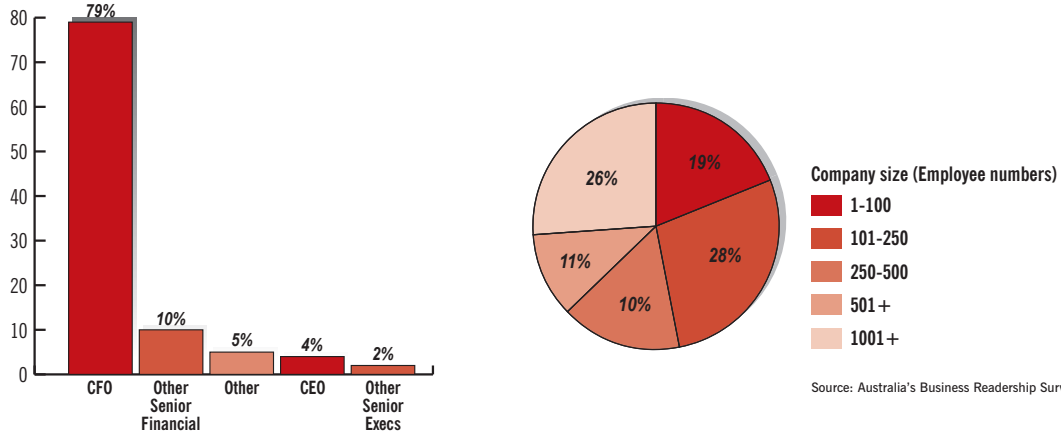
#1 FOR CFOs

A study of Senior Business Executives shows *CFO Magazine* is the most read magazine by CFO's in Australia. Source: Australia's Business Readership Survey, 2008



CFO has an extremely powerful and accurate circulation thanks to its link to Fairfax Business Research's MarketBase, which guarantees 98% accuracy. This helps ensure that each month we are landing on the desks of 8,231 of the nation's leading CFOs and other senior finance executives. (CAB Sept 30, 2008)

As seen below *CFO* has strong reach across all segments of the market – with a particular focus on high end corporate organisations that have 500+ employees. Additionally, *CFO Magazine* targets a range of industries ensuring our audience remains diverse within the specialist chief financial officer function.



AVERAGE CFO READER*:

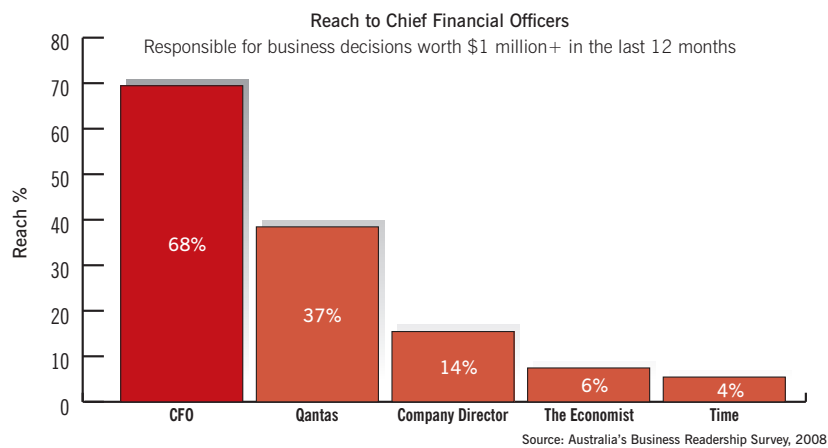
- Has an income of \$220,000
- 82% male
- 44 years old
- Spends 65 minutes reading an issue

- 68% read every issue
- 48% use private banking services
- Have a personal investment portfolio (excl. the family home) worth \$935K

* CFO Readers Survey, March 2008, N = 164

A POWERFUL AUDIENCE

CFO Magazine is read by 68% of Chief Financial Officers who are responsible for \$1million+ worth of business decisions in the last 12 months.



CFO has a varied range of readers who are business decision makers across a number of different categories including; Information Technology, Telecommunications and Office Equipment, Transport, Financial and Legal Services and Real Estate.

