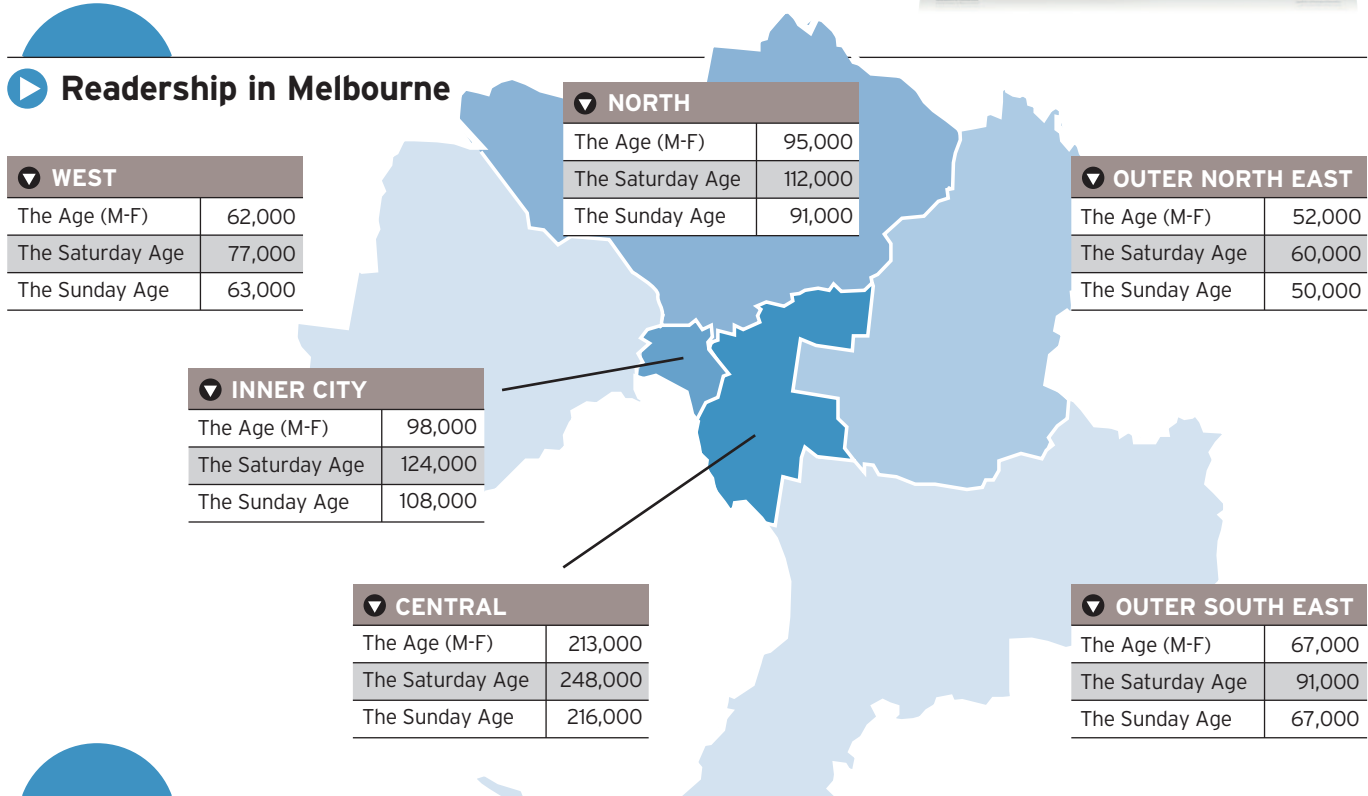


The Age Circulation and Readership

● September 2011



▶ Readership in Regional Victoria

	▼ WEST	▼ NORTH WEST	▼ NORTH	▼ EAST	▼ GEELONG
The Age (M-F)	27,000	12,000	17,000	15,000	12,000
The Saturday Age	41,000	20,000	24,000	21,000	20,000
The Sunday Age	30,000	13,000	17,000	18,000	17,000

▶ Circulation

	▼ THE AGE (M-F)	▼ THE SATURDAY AGE	▼ THE SUNDAY AGE
▼ CIRCULATION	190,750+	265,704+	228,826+
Readership	668,000	835,000	689,000
Degree Qualified	422,000	524,000	429,000
Working Full time	288,000	369,000	293,000
AB Quintile	253,000	323,000	267,000
Own their home	330,000	393,000	330,000
Professionals/Managers	181,000	233,000	191,000
Personal Income \$70,000+	185,000	242,000	201,000
Household Income \$130,000	141,000	194,000	162,000

Source: Roy Morgan Research, September 2011. Audit Bureau of Circulation, September 2011.

To enquire about advertising opportunities in The Age, please phone (03) 8667 2000