

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 - Fri / Weekend Financial Review)  
\*\*Source: ABC September 2011  
^ Luxury Reader Survey 2009

## LUXURY MAGAZINE AUDIENCE

### READER PROFILE

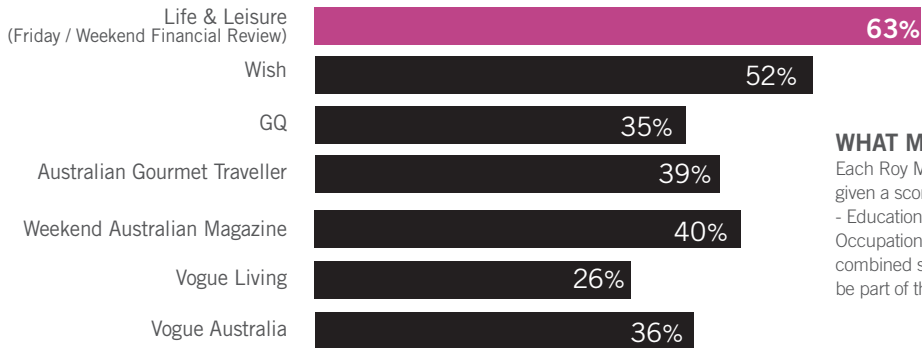
53% of *Luxury* magazine readers are male ^  
47% of *Luxury* magazine readers are female ^  
57% of the pass-on readership are female ^  
\$168k is the avg income of *Luxury* magazine readers ^  
44yrs is the average age ^  
24% of *Luxury* magazine readers spent over \$1,000 on jewellery for someone else over the past 12 months their last watch purchase ^  
63% of *Luxury* magazine readers own two or more cars ^

### FASHION/ACCESSORIES

\$885 is the average spent on clothing over the past 4 weeks ^  
\$315 is the average spent on grooming product over the past 4 weeks ^  
\$2,045 is the average spent on last watch purchase ^

### AB PROFILE \*

A higher proportion of *Life & Leisure Luxury* readers are AB's relative to other publications in the competitive set.



### WHAT MAKES AN AB?

Each Roy Morgan respondent is given a score from three categories - Education level; Income level; Occupation. The top 20% of these combined scores are considered to be part of the AB quintile.

### PROFILE - C SUITES \*

*Luxury* has a higher proportion of C-Suite readers than other publications.

