

**A readership with a passion for quality and the finer things in life**



*AFR Magazine* conducted a reader survey in April 2010.

The aim of the survey was to provide a deeper level of understanding of the *AFR Magazine* reader, their media & retail habits as well as their engagement with the magazine.

The results will give advertisers an unprecedented insight into what is an enthusiastic and affluent audience, who are not only passionate about quality products, but quality of life.

### Reader Survey Findings

- 82% believe that advertising in *AFR Magazine* has a positive impact on a brand image
- **Ave. salary of *AFR Magazine* readers - \$210,950**
- Ave. reader plans to spend over \$71,000 on next vehicle purchase
- **Ave. reader plans to spend over \$3,000 on their next watch purchase**
- Ave. reader spent over \$1,000 spent on their last suit purchase
- **Ave. reader took 15 business & personal trips in past 12 months**
- Ave. intend to spend on next property purchase - \$1.3million
- **Ave. reader accesses media content on their mobile 7.5 times per week**
- 50% use a Financial Adviser, while 35% manage their own superannuation

AFR Magazine Survey April 2010, N=449

**The complete findings include more insights on:**

Media Habits | Travel | Property | Clothing & Accessories | Motoring | Home/Products | Alcohol | Lifestyle | Attitudes

For more information on the *AFR Magazine* Reader Survey, or to discover how to reach this exclusive audience, please contact:  
Clara Yoon on (02) 9282 1939, [cyoon@ afr.com.au](mailto:cyoon@ afr.com.au)