

audience

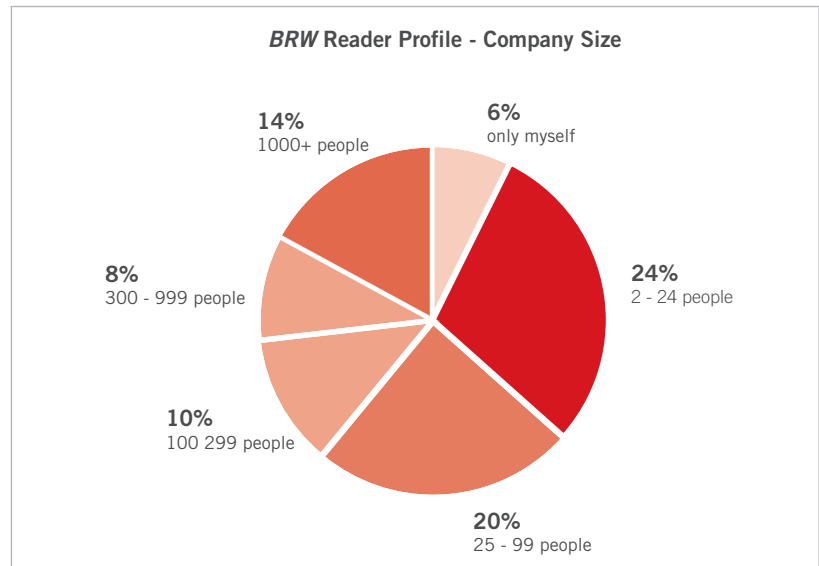
**READERSHIP:
207,000***
**CIRCULATION:
38,479****

BRW AUDIENCE

WHO IS THE BRW READER?^

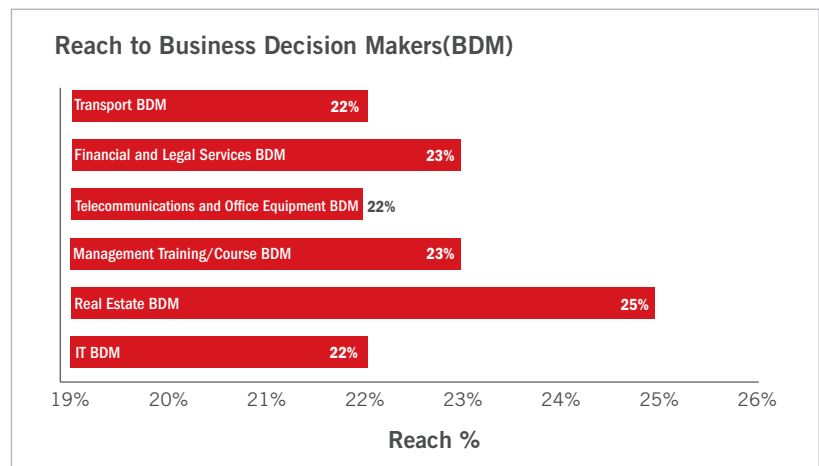
- The average *BRW* reader is 44 years old
- The average *BRW* reader earns \$162K
- *BRW* readers on average have savings and investments worth \$1.3 million
- Over a quarter of *BRW* readers are owners/partners/proprietors
- The average *BRW* reader spends 63 minutes reading the magazine
- The average *BRW* reader intends to spend over \$60K on their next vehicle purchase

Source: *Roy Morgan Research, September 2011. **Audit Bureau of Circulations, September 2011
^ *BRW* Reader Survey, Oct 2010, n=282



Source: Roy Morgan September 2011

BUSINESS DECISION MAKERS



Sources: Australia's Business Readership Survey 2011