

BRW RICH 200

Now in its 28th year, the *BRW* RICH 200 continues to be a publishing phenomenon attracting wide spread coverage across television, radio and other print media.

As *BRW*'s biggest issue of the year with newsstand sales increasing by over 800%, it is the must advertise issue of *BRW* for those looking to reach both Australia's richest and those destined to be in the future.

Increasing asset prices and the surging resources boom should make this year's *BRW* RICH 200 list the most exciting for some time.

***BRW* readers are high income earners with an average annual salary of \$252,330. In addition, *BRW* has strong penetration reaching senior business executives and their net worth is more than \$2.2million, on average.**

Source: Australia's Business Readership Survey 2010.



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On sale: 26th May 2011
Booking deadline: 12th May 2011
Material deadline: 18th May 2011

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