

AN AFFLUENT, ENGAGED & FINANCIALLY SAVVY AUDIENCE



Smart Investor conducted a reader survey of the Market Wrap section in August 2011.

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

The results give advertisers an unparalleled insight into our affluent, engaged & financially savvy audience.

Key Insights

- Three in four readers spend more than an hour reading the magazine.
- **One half of *Smart Investor* readers are soloists, while the other half actively seek financial advice.**
- An average Smart investor reader earns \$112,800 per year.
- **The average portfolio value of a *Smart Investor* reader is \$413,000 (excluding primary residence).**
- Total value of cash held by the *Smart Investor* readers is \$5,504,182,000.
- **One in every three readers has a DIY Super with an average of \$489,000 held in their super account.**
- On average, the readers made 9 share trades in the last 12 months with each trade valued at \$11,715 (avg).

For more information on the *Smart Investor* Reader Survey, or to discover how to reach this exclusive audience, contact: **Clare Tilley on (02) 9282 2242 or email ctilley@fairfaxmedia.com.au**