

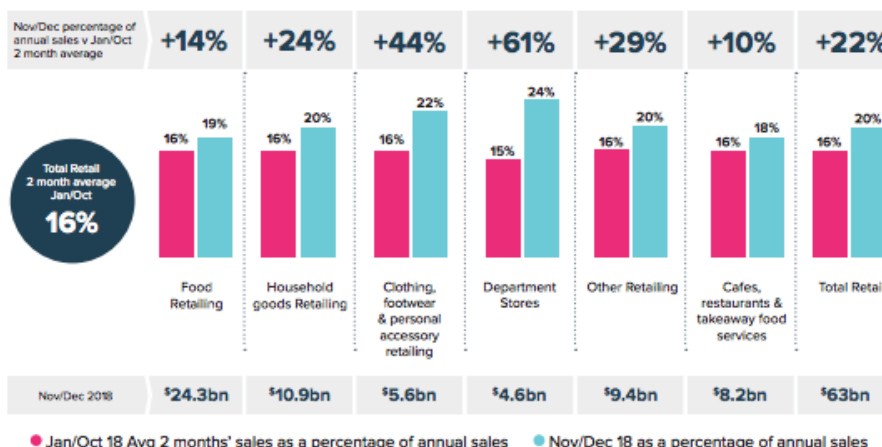
Black Friday, Cyber Monday and Boxing Day: End-of-year retail period

As we reach the end of the calendar year, opportunities about for brands and businesses to take full advantage of major events in the key retail period, such as Black Friday, Cyber Monday and Boxing Day.

In fact, \$63 billion, or 20 per cent, of annual retail sales occur in the November-December period.

As can be seen in the infographic below, the period represents significant spending in the retail sector:

AUSTRALIAN RETAIL SALES VALUE NOV/DEC 2018 AS A PERCENTAGE OF FULL YEAR SALES (ABS)¹



How can we reach these consumers during this key retail period?

News media advertising offers the perfect vehicle to reach these active shoppers. They're active in-store and online, with 11.4 million news media readers having shopped in a department store in the last month. 3.8 million of them purchased clothing and accessories online, 2.4 million bought food and groceries online, and 9 million visited a liquor store.

11.4M

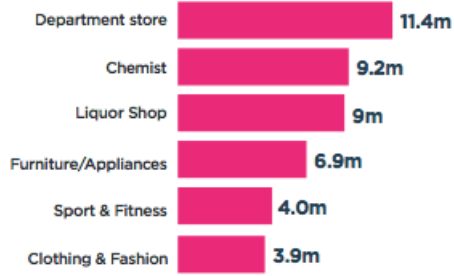
SHOPPED IN
DEPARTMENT
STORES¹

NEWS MEDIA SHOPPERS ARE ACTIVE INSTORE AND ONLINE.

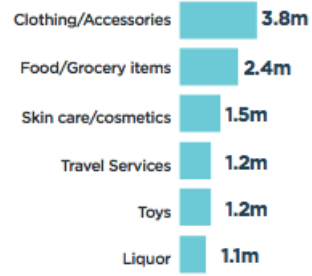
3.8M

PURCHASED
CLOTHING &
ACCESSORIES
ONLINE²

**WHERE NEWS MEDIA READERS
SHOPPED IN THE LAST MONTH**



**WHAT NEWS MEDIA READERS PURCHASED
ONLINE IN THE LAST MONTH**



[Download the infographic here](#)

[Download the research deck here](#)