

**News media means business:
connecting with high earners in
the business and finance sections**

NEWS MEDIA MEANS BUSINESS

**BUSINESS AND FINANCE SECTIONS
PAY DIVIDENDS FOR ADVERTISERS
CHASING SENIOR EXECUTIVES.**

4.6M read
business and
finance sections
in newspapers
each month

Read by
37% of
business
owners

Read by
43% of
CEOs

Business and Finance
readers earn
26% more than the
average Australian

1 in 3
business decision
makers read the
business & finance
section of the
newspaper

5284

**BIG
SPENDERS**

**Business & finance readers are
big spenders compared to Aged 14+**

63% more likely to
fly business class

\$47k intended
spend on a new car
in the next 12 months

30% more likely to
be big spenders on
holidays overseas¹

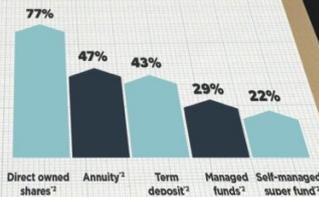
24% more likely to
be big spenders on
recreation¹

20% more likely
to be big spenders
on wine¹

17% more likely to
be big spenders on
meals out¹

**Business
& Finance** Section
readers
are more likely to

**BE ACQUIRING FINANCIAL PRODUCTS
IN THE NEXT 12 MONTHS, COMPARED TO AGED 14+²**



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Business leaders and wealthy investors are time-poor, on the move and, yet the challenge of reaching them has its value.

These consumers have a higher level of disposable income and are interested in fiscal services that extend their own wealth, as well as luxury and lifestyle goods.

News media offer brands a direct route to Australia's business elites and wealthy investors, and many more financially-savvy consumers too. These readers are perusing the business section of their favourite newspaper, scrolling through reviews of the latest tech products and listening to news podcasts to catch up on what's happening in the markets.

Reach the business elite

4.6 million Australians read business and finance sections in newspapers each month. Business and finance readers earn around 26 per cent more than the average Australian. If you're selling premium and luxury goods or services, this is the audience you want your ad to be in front of.

43 per cent of CEOs and 37 percent of business owners consume news media. 1.2 million business decision-makers (that's one in three) can be found reading the business and finance section of newspapers, be it first thing in the morning over a cup of coffee, or while relaxing in the airport lounge.

Personal investors are a popular target market for many financial service providers. They might own a range of financial products including shares in listed companies, managed funds, debentures and bonds. Business and finance section readers are more likely to be acquiring financial products in the next 12 months, including:

- Direct-owned shares (77 per cent)
- Annuities (47 per cent)
- Term deposits (43 per cent)
- Managed funds (29 per cent)
- Self-managed super funds (22 per cent)

They are heavy spenders across several categories. For example, they:

- Are 63 per cent more likely to fly business class than the average Australian
- Will spend around \$47k on their next vehicle
- Are 30 per cent more likely to be big spenders on holidays overseas, and 24 per cent more likely to spend more on recreation activities such as golfing.
- Are 20 per cent more likely to be spending up on wine (17 per cent for eating meals out).