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READERSHIP PROFILE

REGIONAL BUSINESS MAGAZINE

- ▶ 92.5% of readers work full time
- ▶ 67.3% of readers classify their job as being a white collar job
- ▶ 90.9% of readers are managers, professionals or are in a supervisory position
- ▶ 65.2% of readers have an annual income over \$40,000
- ▶ 40.5% of readers have an annual income over \$50,000
- ▶ 79.9% of readers are aged over 35

AVERAGE TIME SPENT READING

- ▶ Readers spent an average of 25.2 minutes reading Regional Business Magazine over the month
- ▶ Of those 25.2 minutes 20.0 minutes were in the office and 5.2 were out of the office
- ▶ 92% of readers read Regional Business Magazine in the office averaging 21.2 minutes spent reading
- ▶ 20% of readers read Regional Business Magazine out of the office averaging 26.6 minutes spent reading

AVERAGE ISSUE READERSHIP

- ▶ 68.2% have read or looked at the latest edition of Regional Business Magazine
- ▶ The average number of issues read over the last three editions of Regional Business Magazine is 2.5 out of 3
- ▶ The average issue readership is therefore 9,520 or 2.72 readers per copy

MOTOR VEHICLES

- ▶ 99.2% of readers own a motor car

RENTAL CARS

- ▶ 29.0% of readers have hired a rental car in the last 12 months

CREDIT CARDS

- ▶ 86% of readers have a credit/debit card

INVESTMENTS

- ▶ 85.9% of readers have a superannuation or retirement fund
- ▶ 69.7% of readers have an investment other than a superannuation or retirement fund

TRAVEL

- ▶ 62.8% of readers have traveled by air within Australia in the last 12 months
- ▶ 19.6% of readers have traveled overseas in the last 12 months
- ▶ 91.5% of readers travel by car when on holidays in Australia
- ▶ 87.4% of readers have traveled to Sydney in the last 12 months

The reasons for their visit included:

64% for business	53% for private function
25% for holidays	24% for shopping
23% for theatre/concert	21% for sports

AT WORK

- ▶ 62.3% of readers are technology enthusiasts
- ▶ 67.8% of readers are technology decision makers
- ▶ 56.8% of readers are mobile phone decision makers
- ▶ 73.9% of readers are office equipment decision makers
- ▶ 61.8% of readers have a tertiary education

BANKS AND FINANCIAL INSTITUTIONS

- ▶ 100% of readers have a bank and/or financial institution

INTERNET USERS

- ▶ 76% use the internet at work and 76% use the internet at home

MOBILE PHONES

- ▶ 91.9% of readers have a mobile phone

RESTAURANTS AND WINE

- ▶ 84.8% have dined out at a restaurant in the past 3 months
- ▶ 69.2% have consumed bottled wine in the past 3 months