

# Smart Investor

Did you know..?



## AFR Smart Investor

AFR Smart Investor is an indispensable tool for Australian investors seeking information and analysis aimed at wealth creation and financial security.

Written by a team of well-known financial experts, and utilising the resources of the country's premier financial publishing group, it provides a vast range of investment ideas and opportunities unattainable anywhere else in the media.

**When it comes to Australian investment there is only one magazine - AFR Smart Investor - brought to you by The Australian Financial Review.**

**Readership:** 186,000 *Source: Roy Morgan Research, September 2008*

**Circulation:** 79,502 *Source: ABC, June 2008*

## Did you know?

According to the latest Roy Morgan Research figures:

- Readership is up 1.6% YoY and up 2.8% QoQ
- Smart Investor has improved across the following key demographics YOY
  - Number of readers who are Chairman/Managing Directors up 43%
  - Number of readers earning \$100K+ up 15%
  - Number of readers who are C-Suite Executives up 29%
  - Number of readers who are Professional/Managers earning \$70K+ up 17%

*Source: Roy Morgan Research September 08*

- On average Smart Investor readers have an investment portfolio (including super, property investments but excluding the family home) worth - **\$1.2 million**
- The average Smart Investor has an annual pre-tax salary of **\$110K**

*Source: AFR Smart Investor Reader Survey, March 2008, n=1,393*

**For advertising enquiries, please contact:**

**Vaughan Cottier:** (02) 9282 2208 or [vcottier@fairfaxmedia.com.au](mailto:vcottier@fairfaxmedia.com.au)

**Clare Tilley:** (02) 9282 2242 or [ctilley@fairfaxmedia.com.au](mailto:ctilley@fairfaxmedia.com.au)

**Chris Morris:** (03) 9603 3355 or [cmorris@brw.fairfax.com.au](mailto:cmorris@brw.fairfax.com.au)

FINANCIAL REVIEW  
**smartinvestor**