



The Australian



Key Takeouts

The Australian represents a consistent and engaging brand within the Australian media landscape. The following presentation outlines some key strengths and identifiers of *The Australian* and its audience. These include:

- Strong reach against key audiences, with a national engagement providing an opportunity to target key audiences in a cost efficient way.
- A strong brand environment that provides a unifying platform across a diverse range of media, from print to online, magazines to mobile The Australian's content is available to more people in more places than ever before and all with the same brand vision.
- A diverse and engaged audience that is highly professional as reflected in their world view, attitudes and habits.

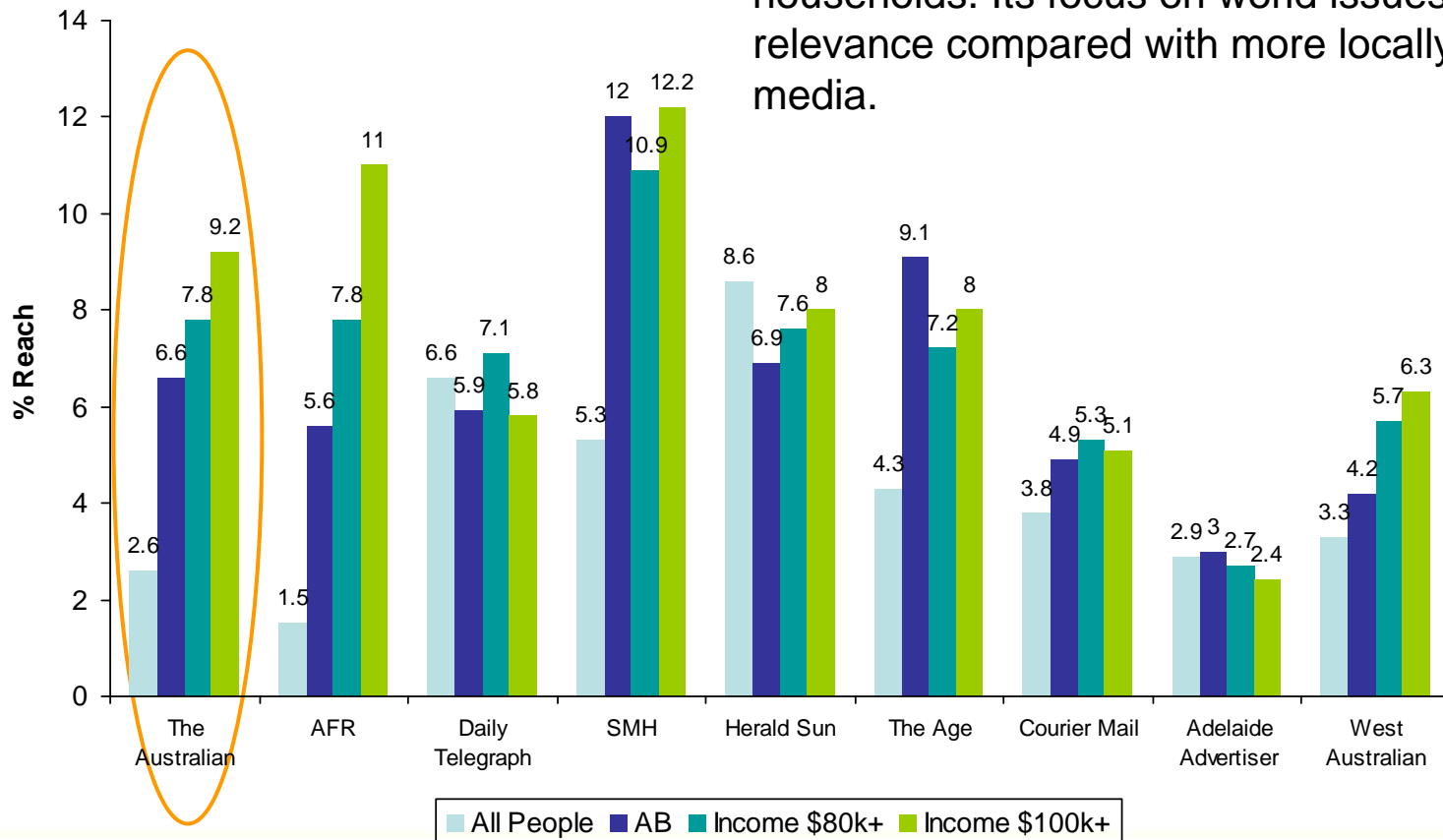
Newspaper Audience

- *The Australian* offers a unique opportunity across the Australian print landscape. It combines diverse industry and section appeal; high reach amongst key demographics; a national framework; and a strong brand identity.
- Both local and international research* show that the more senior a person becomes the greater their information consumption becomes. *The Australian* provides an environment that capitalises on this engagement by matching our brand values with our readers interests and areas of speciality.
- By delivering a worldly perspective and an optimistic viewpoint *The Australian* is especially well placed to deliver international advertisers a more aware and involved audience.

*research provided in appendix

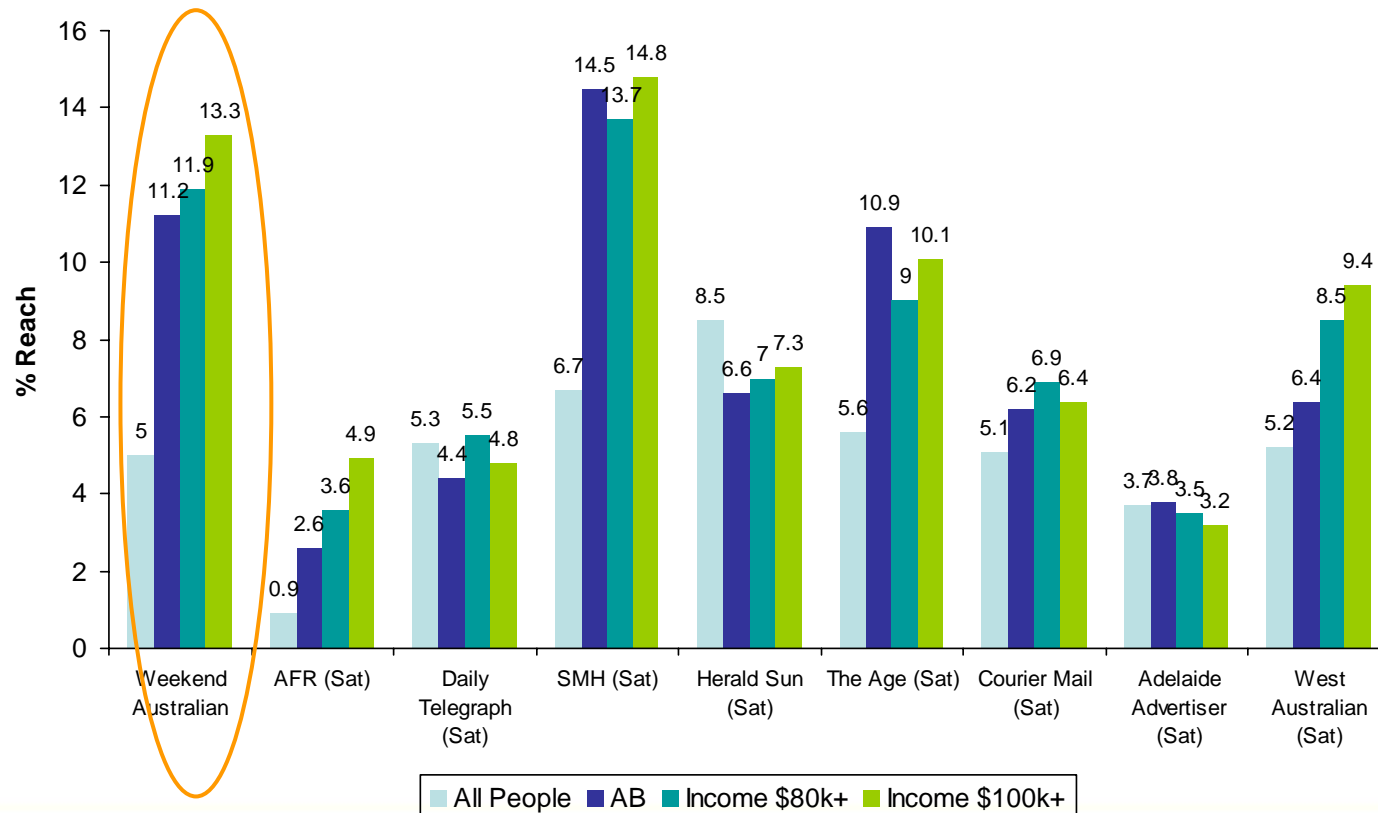
Mon-Fri Audience

The Australian displays a high readership amongst high achieving individuals and households. Its focus on world issues ensures its relevance compared with more locally focused media.



Source: Roy Morgan Research Sept 2008, Mon-Fri Avg readership

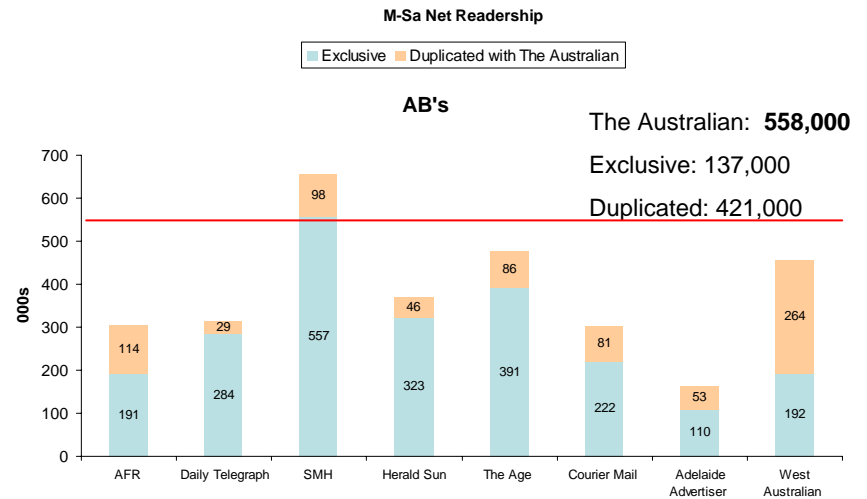
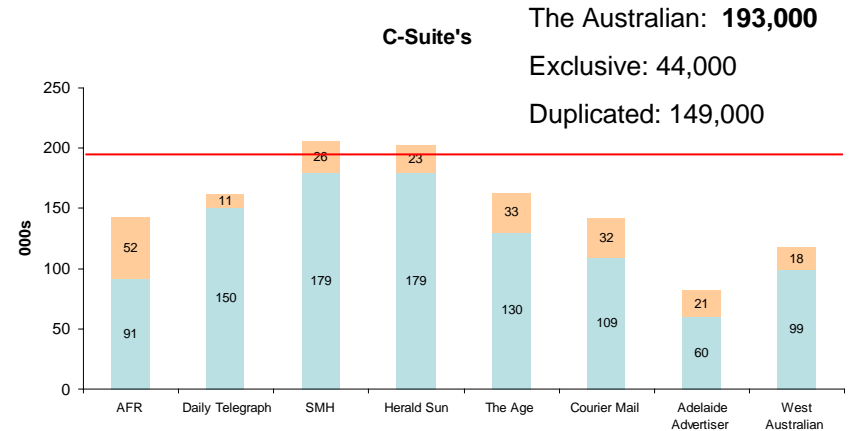
Saturday Audience



Source: Roy Morgan Research Sept 2008, Sat readership

Reach amongst key targets

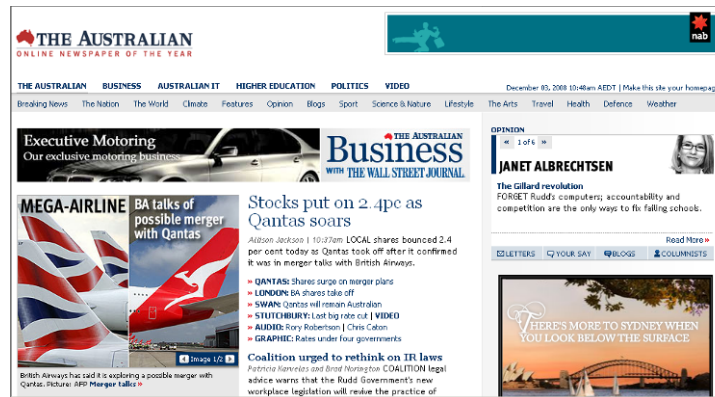
- *The Australian's* national focus and reach ensures that amongst key demographics it is the paper of choice for issues of significance.
- Indeed, whilst *The Australian* on its own offers a very high level of reach among these targets (as indicated on the graphs by the red line) of added benefit is the ability to reach the most involved and engaged audience which would otherwise require a multi-state multi-paper buy that would be both expensive and have a high wastage.



Source: Roy Morgan Research Sept 2008, Mon-Sat Net readership

The Australian Brand

The Australian offers a substantial brand platform, one that offers a uniform position a multitude of media environments. Providing advertisers with a robust communication path with which to connect to potential consumers.



The Australian Values

Research conducted has time and again shown the key elements of *The Australian* brand as illustrated below. Advertisers that utilise this base for the promotion of their own values can thus be assured that the environment they are utilising provides the strongest possible platform.



*research provided in appendix

The Australian Identity

What makes *The Australian* unique in the Australian media brand landscape?

Whilst other media brands may capture elements of what *The Australian* offers, only we bring the complete picture together to provide a compelling environment for advertisers. We are:

- National
- World Focused
- Optimistic
- Significant
- Challenging



From the issues addressed to the tone and style of our inserted magazines everything we do makes a statement that says 'this is important and you should pay attention'.

What Advertiser wouldn't want to be aligned with that!

Brand Targeting

The importance of having this uniform brand platform is that it allows for a more seamless, and thus deeper connection. Through combinations of environment and media Advertisers can connect with their audience across the day, across their moods, or across their engagement.

Print provides strong delivery across the day, and through sections and time of reading can reach consumers across a range of mindsets and interests.



Online provides timely and involved coverage across diverse interests, The Australian with its diverse coverage and areas of interest enjoys a high ASD with its readers offering an extended engagement period to advertisers.

Our inserted magazines cross a range of themes and styles, the relaxed mode of engagement enjoyed by this media is heightened by the diverse offering provided.



Audience - Detail

Over a million significant independent thinking and influential people a week spend time involved with *The Australian*.

They're all socially significant, affluent opinion leaders, that are open minded and willing to explore new ideas and concepts and are actively engaged in significant issues.

The Australian is not only a significant brand, but more importantly, it's a title for significant brands to achieve significant cut through for their brand and their ads.

Highly Diverse Reach

Over **1.2 million** people read *The Australian* each week.

Not only do they come from a variety of backgrounds (28% of readers were born overseas), but they work across various industries in differing positions across the country.

37% are Professional /
Managers

23% work in community
services

11% are professionals
– Doctors/dentists

67% live in Capital
cities

12% are nurses,
teachers

7% work in Mining /
Manufacturing

10% work in Finance,
property & Business
services

Source: Roy Morgan Research Sept 2008. Australian (Mon-Sat Net)

Strengths

The strength of *The Australian* lies with its readers. They are well educated, well paid, and have significant investments, yet like to spend their money.

59% have a degree

52% are Big Spenders

32% earn \$70k+

Readers have an average of \$400k in savings/investments each

191,000 earn over \$100k a year

46% are ABs

22% have \$100k-\$500k in investments/ savings

Source: Roy Morgan Research Sept 2008. Australian (Mon-Sat Net)

Purchase Habits

Readers of *The Australian* have discerning tastes and price is not a barrier for them when purchasing the products that they want.

81% believe quality is more important than price

33.5% travelled overseas in the last 12 months, at an average of 1.62 times. With 20% members of Qantas club lounges

65% have their favourite brands & they stick to them

55% are ready to try new & different products

67% of readers feel financially stable at the moment

191,000 earn over \$100k a year

28% will buy a product because of the label

52% state that they trust well known brands more

Source: Roy Morgan Research Sept 2008. Australian (Mon-Sat Net)

Cross Platform

The Australian is not only a significant paper, but it is a significant brand with cross platform access. Readers can read the latest news in print form, but can also access it online 24 hours a day.



With a duplicated audience of 12% that read *The Australian* in print and online, this means that the majority of *The Australian's* 3.06 million Unique Browsers* are predominantly additional reach on your newspaper buy.

Source: Roy Morgan Research Sept 2008. Australian (Mon-Sat Net)

* NetRatings Nov 08. Market Intelligence Total

Appendix

Matching International trends

If You're Rich, You Still Have Time to Read – USA

The Wealthy Are Spending More Time Online, Less Hours on TV

Well-off readers say they read print publications just as much now as they did five years ago, according to the latest survey of affluent readers by **Ipsos Mendelsohn**.

Respondents making more than \$100,000 annually said their average hours online had grown to 22.1 each week from 10.7, while the time they said they spent watching TV sunk to 18.6 hours from 23.7 in the 2003 survey. And they said their time spent listening to the radio had declined slightly. But they said they're regularly reading an average of 15.3 print publications, a notch above 15.1 five years earlier. Readers making more than \$250,000 said they read just as many publications, 23.8 now, as they did in 2003.

"The conventional wisdom for print is 'Woe is me,'" said Bob Shullman, president of Ipsos Mendelsohn. "But if you look at this, at least among the affluent population, readership of issues per capita, It's staying constant."

Business Hunters Insights

The key trait of Business Hunters is their ability to wield influence in their lives, the following are the key areas from which they generate this influence.

- **Repertoire:** Business Hunters identify that they are wide ranging consumers of media, however they are also highly discerning. Thus it is key that any source they consult must represent a trustworthy, quality offering. They consider *The Australian* to be Unbiased, Credible, Stimulating, Specific, National, and Journalistic.
- **Challenging:** Decision making requires a broad intake of information and then the ability to choose. As such this audience doesn't want to see only the good news, they need all the facts to allow them to make the right decision. The ability to make the hard decision is part of what makes them an influencer.
- **Constant:** Business Hunters are aware that they operate in a global village, their competitor is not just in the next building, but in the next state or country. As such their consumption of the media represents this philosophy, with *The Australian* they can have access to information across the day whilst maintaining the qualities so important to maintain their influence.
- **Specific:** Business Hunters are not looking for one source for all their needs, part of their success is built on the diversity of sources, thus they do not expect *The Australian* to be all things, but rather they expect *The Australian* to deliver upon its core brand values to enable them to make correct decisions. They also appreciate the diversity of specific sections that is offered, providing them with information across industries as well as around the country.

The Business Hunter Insights highlight that *The Australian* provides a very specific and important resource for this audience. Bell Direct through *The Australian* has the opportunity to connect with this audience and highlight to them the similar benefits that Bell Direct offers.

Source: Colmar Brunton Business Hunters Research Oct 2008