

# BUSINESS NEWS AUSTRALIA

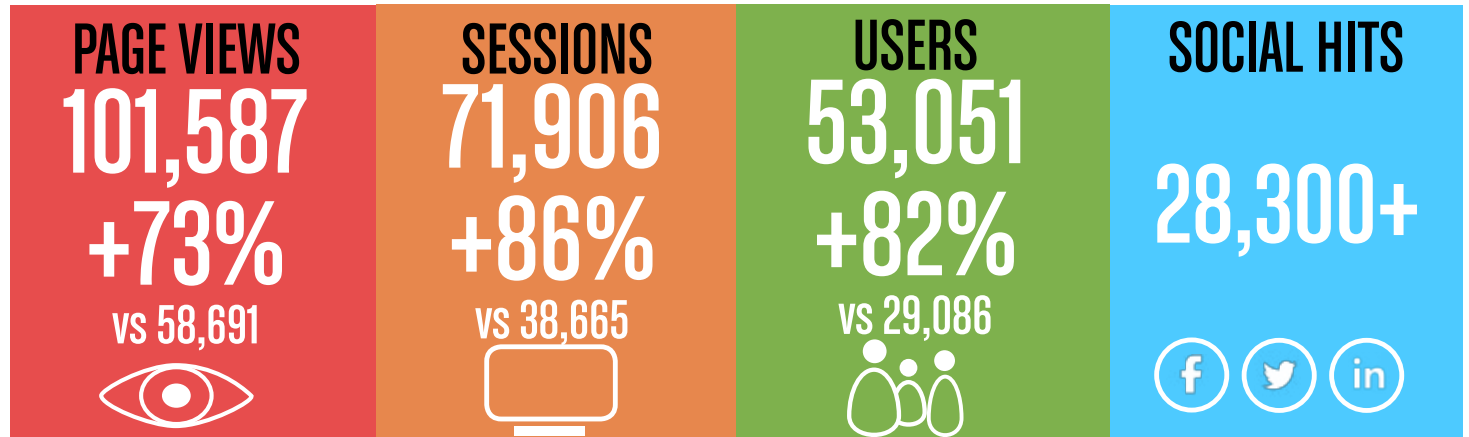
Connect with a highly-engaged audience of influential decision makers at the top of their game.

## AUDIENCE SNAPSHOT

MARCH 2018

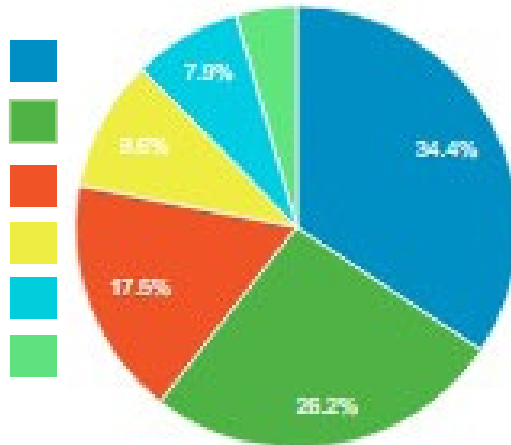
Source: Google analytics

Feb 6, 2018 - Mar 7, 2018 VS Feb 6, 2017 - Mar 7, 2017



### BY AGE

25-34	34%
35-44	26%
45-54	17%
55-64	10%
18-24	8%
65+	4%



### THEY ARE:

- Business Professionals
- Avid Investors
- Health & Fitness Buffs
- Travel Buffs
- Business Travelers
- Technophiles
- Business & Economic News Junkies
- Green Living Enthusiasts

*Affinity analyses someone's overall interests, passions, and lifestyle to get a better sense of their overall identity.*

### BY CITY

Brisbane	33%	increase by +37%
Sydney	27%	increase by +122%
Melbourne	19%	increase by +215%
Gold Coast	7%	increase by +49%
Adelaide	3%	increase by +193%
Perth	3%	increase by +119%
Canberra	1%	increase by +140%

### IN-MARKET FOR FINANCIAL SERVICES

**FINANCIAL SERVICES** 24,907  
**TRAVEL** 32,608  
**BUSINESS SERVICES** 15,147

*An In-Market Audience is composed of people who are actively in-market for a product/service. Individuals in this audience are actively searching and comparing information available from Google.*

### CONTACT US

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