



HOUSEHOLD EXPENDITURE SURVEY IN EMMA FAIRFAX MEDIA AUDIENCES

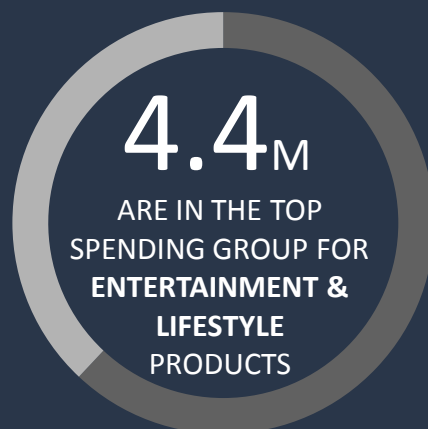
Australia's cross-platform audience insights survey, emma™ now includes data from the ABS Household Expenditure Survey.

A total of 142 product groupings are available and are presented as five groupings ranging from very low to very high expenditure for each category.

The survey shows that across all platforms, Fairfax Media reaches more than 3 in 5 consumers in the top spending group for a broad range of product categories.

TOTAL FAIRFAX MEDIA REACH TO TOP QUINTILE OF SPENDERS

■ % REACH



FAIRFAX AUDIENCES HAVE A HIGH PROPENSITY TO BE IN THE TOP QUINTILE OF SPENDERS IN KEY RETAIL CATEGORIES

The Sydney Morning Herald

smh.com.au

26% more likely to be top spenders on music, theatre, and concerts
25% more likely to be top spenders on restaurant meals

THE AGE

theage.com.au

32% more likely to be top spenders on women's clothing
31% more likely to be top spenders on home maintenance products & services

FINANCIAL REVIEW

59% more likely to be top spenders on wine
50% more likely to be top spenders on holidays & airfares

DAILY LIFE

59% more likely to be top spenders on wine
50% more likely to be top spenders on holidays & airfares

Drive

45% more likely to be top spenders on car insurance
47% more likely to be top spenders on men's clothing

goodfood

33% more likely to be top spenders on spices & herbs
28% more likely to be top spenders on restaurant meals

GOOD WEEKEND

47% more likely to be top spenders on holidays
39% more likely to be top spenders on footwear

Traveller

36% more likely to be top spenders on gallery, museum & zoo fees
20% more likely to be top spenders on international airfares

Essential Baby

37% more likely to be top spenders on childcare services
25% more likely to be top spenders on children's footwear & clothing

THE AUSTRALIAN Financial Review Magazine

129% more likely to be top spenders on holidays
65% more likely to be top spenders on restaurant meals