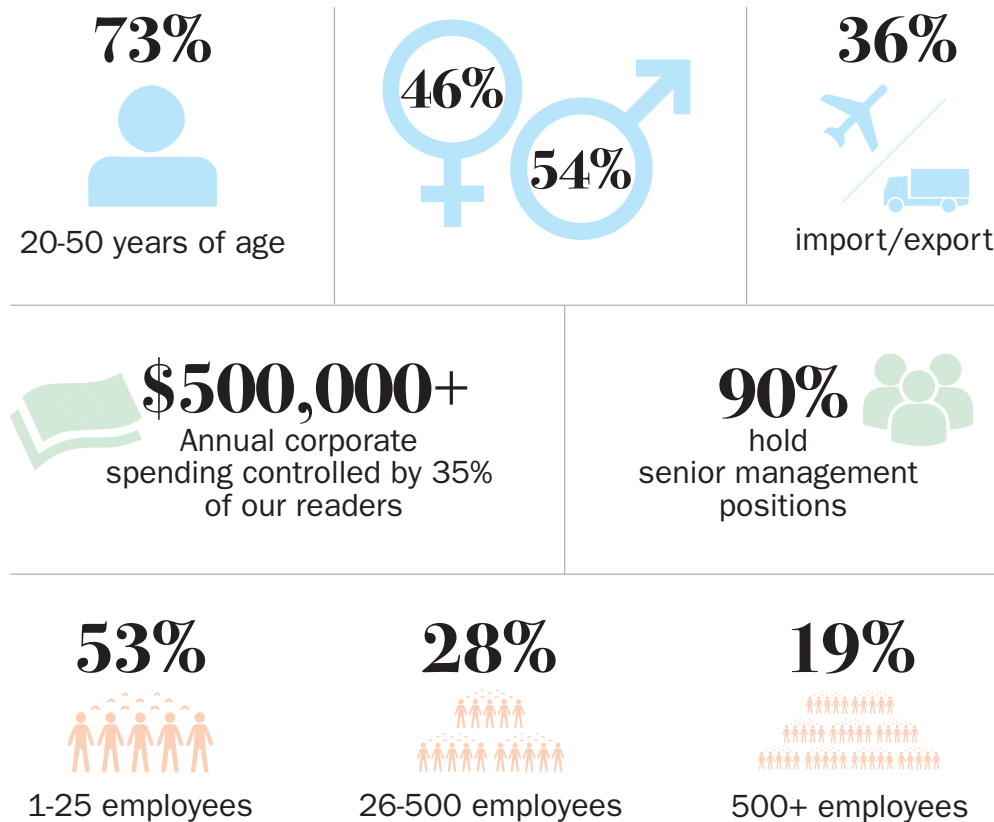


Affluent and influential audience of business readers.



Sources: June 2016 CCAB circulation statement/inhouse readership survey/publisher's own data

Readers by industry

Accounting	3%
Aerospace/defence	1%
Business services	10%
Communications	8%
Construction	5%
Education	7%
Engineering	3%
Finance/insurance	7%
Forestry	2%
Health/biotechnology	5%
Industry associations	1%
Legal	2%
Manufacturing	6%
Mining	1%
Oil & gas/energy	3%
Public service	8%
Real estate	4%
Transportation	3%
Travel/tourism	3%
Technology	7%
Utilities	1%
Wholesale/retail trade	7%
Other	3%

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