

WORLD FINANCE | TARGETED READERSHIP BREAKDOWN

SECTOR BREAKDOWN	PRINT	WEB	EMAIL	AVERAGE
Finance / Investment / Financial Services	30.0%	24.0%	34.0%	29.3%
Consultancy/Services	26.0%	18.0%	22.0%	22.0%
Travel / Hotels & Accommodations / Ait Travel	17.0%	8.0%	7.0%	10.7%
Real Estate / Property	12.0%	15.0%	10.0%	12.3%
Government and Civil Service	5.0%	10.0%	12.0%	9.0%
IT / Technology	2.0%	9.0%	5.0%	5.3%
Other	8.0%	16.0%	10.0%	11.3%

JOB ROLE	PRINT	WEB	EMAIL	AVERAGE
President / CEO / CFO / Treasurer	30.0%	6.0%	22.0%	19.3%
Senior Manager / Partner	26.0%	19.0%	30.0%	25.0%
Manager / Senior Executive	24.0%	26.0%	21.0%	23.7%
Professional / Advisor	17.0%	32.0%	18.0%	22.3%
Other	3.0%	17.0%	9.0%	9.7%

GEOGRAPHICAL DISTRIBUTION	PRINT	WEB	EMAIL	AVERAGE
Western Europe	19.0%	22.0%	25.0%	22.0%
CES Europe	14.0%	9.0%	11.0%	11.3%
Asia / Pacific	13.0%	15.0%	18.0%	15.3%
Middle East	10.0%	9.0%	8.0%	9.0%
Africa	8.0%	5.0%	5.0%	6.0%
Central and South America	14.0%	14.0%	10.0%	12.7%
North America	22.0%	26.0%	23.0%	23.7%

COMPANY TURNOVER	PRINT	WEB	EMAIL	AVERAGE
£0 - £150m	14.00%	28.0%	13.0%	18.3%
£150m - £300m	36.0%	42.0%	29.0%	35.6%
£300m - £500m	21.0%	13.0%	22.0%	18.6%
£500m - £750m	14.0%	9.0%	16.0%	13.0%
£750 - £1,000m	9.0%	5.0%	13.0%	9.0%
£1,000m +	6.0%	3.0%	7.0%	5.3%

AGE	PRINT	DIGITAL	EMAIL	AVERAGE
18 - 24	13.0%	19.0%	14.0%	15.3%
25 - 34	18.0%	36.0%	40.0%	31.3%
35 - 44	23.0%	18.0%	28.0%	23.0%
45 - 54	26.0%	13.0%	10.0%	16.3%
55 - 64	12.0%	8.0%	6.0%	8.7%
65 +	8.0%	6.0%	2.0%	5.3%