

# Business & Technology

Guardian Australia readers have a high affinity for technology. They seek new technology without prompting and are willing to trial the latest and greatest technology devices and accessories in the market.

From brand partnerships to targeted advertising campaigns, Guardian Australia can help you reach a responsive and quality audience.

For further information, please email: [advertising.aus@theguardian.com](mailto:advertising.aus@theguardian.com)



**1 in 3** Guardian readers are in professional / managerial related positions



**1 in 3** of the Guardian audience are quick to try new technology



**70%** agree that technology makes life easier



## Top 5 industries that Guardian readers work in:



IT Services & Computers  
(Index 137)



Banking, Finance & Insurance  
(Index 130)



Government Administration & Defense  
(Index 132)



Education  
(Index 116)



Health & Community Services  
(Index 115)



## They hold the following decision making responsibilities:



Computer software over \$100k (Index 146)



Computer hardware over \$100k (Index 144)



Hiring staff (Index 121)



Telecoms (Index 121)



Super/Insurance funds (Index 120)



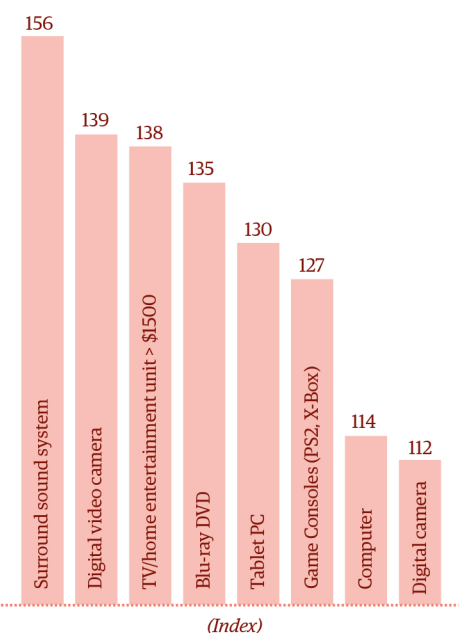
Training/ conferences (Index 118)



Banking services (Index 113)



Guardian Australia readers have a higher technology ownership than the average Australian.



They also have a strong intention to purchase technology products in the next 12 months