



Guardian Australia

Guardian Australia readers are forward looking individuals who are curious about the world and embrace change and technology.

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

Audience Reach



The Guardian is a major player in the Australian news market, more than doubling market share since localising its Australian edition in May 2013.



40 MILLION
unique people reached globally (monthly)



3RD LARGEST
English language newspaper website globally



1.9 MILLION
unique people reached in Australia (monthly)

Audience Stats



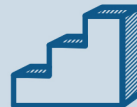
55% M | 45% F
Gender



Postgraduate (148)
Educated



43
Average age



AB1 (Index 119)
Social Grade



\$120k+ (129)
High income



Manager / Professional (Index 136)
High income

Cross-Platform Traffic

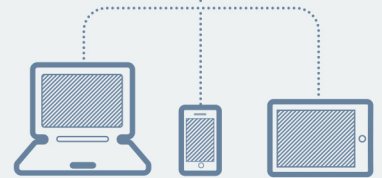


100 MILLION (average)
Monthly unique browsers globally



5 MILLION (average)
Monthly unique browsers in Australia

Of total browsers, monthly average:



50%
Desktop

35%
Smartphone

15%
Tablet

Affluent Consumers



Over 1 in 3
intend to purchase a major household item in the next 12 months including white goods and furniture



3 out of 5
say they would spend more on quality goods



1 in 3
are high discretionary spenders



Almost half
of our readers (Index 115) intend to purchase technology items in the next 12 months including tablets, e-readers and cameras

Brand Advocates

The Guardian rates highly as a trusted brand and news source. Guardian Australia users are also highly active in social interactions and conversations, participate by regularly posting and reading blogs, read and post comments, recommend and share links via email and social media.



The Top 3 Brand Attributes as rated by our loyal Guardian Australia users are **Trustworthy, Quality** and **Principled**



Almost half of our readers agree that word-of-mouth influences their purchases online



1 in 3 readers feel out of touch when they cannot check in on their Social Media accounts



Over 54% of Guardian Australia readers agree that they discuss what they have read on the internet including advertising



1 in 5 say they are strongly influenced by comments posted online - whether as reviews or discussions



Over 82% of our @GuardianAus Twitter followers have retweeted

Social activities in past month:



Visited Twitter (166)



Visited Facebook (115)



Posting your own blog (172)



Reading blogs (161)