

Eastern Seaboard Member Magazines 2009 - 2010



Benefits of advertising with Auto Clubs

Biggest circulation

With more than 3.9 million copies directly mailed to members, club magazines are Australia's largest circulating magazines.

Quality product

The magazines inspire, educate and entertain through well written and presented features on a monthly and bi-monthly basis.

Long shelf life

With a mix of travel, lifestyle, people and member news and offers, club magazines have authority and integrity with Australians.

Loyal readership

The biggest circulations in Australia are backed by a large and loyal readership.

Trusted brands

Auto club magazines deliver marketers an unmatched mass quality audience, with the lowest cost per thousand

Low CPM

The combined circulation of the Herald Sun, Daily Telegraph and Courier Mail is 1.1 million. Compared to the combined Auto Clubs on the Eastern Seaboard, with **3.9 million circulation and 5.4 million members**



Eastern Seaboard Auto Clubs Reader Profile

	Readership 2,898,000	ES Reader Profile 100%	Eastern Seaboard Reach
GENDER			
Male	1,622,000	56%	19%
Female	1,275,000	44%	15%
AGE			
14 - 24	169,000	6%	5%
25 - 34	304,000	11%	11%
35 - 49	772,000	28%	17%
50 +	1,652,000	56%	24%

ES = Eastern Seaboard
 *Source: Roy Morgan June 2009



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Socio Economic			
AB	694,000	24%	20%
C	634,000	22%	19%
D	576,000	20%	16%
E	546,000	19%	16%
FG	442,000	15%	14%
Occupation			
Professional Manager	606,000	19%	18%
White Collar	544,000	19%	17%
Skilled Trades	208,000	8%	16%
Semi - Unskilled	303,000	11%	13%

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WORK STATUS			
Full time	1,240,000	44%	17%
Part time	479,000	17%	14%
Income of Main Earner			
Under 30k	440,000	16%	17%
\$30 - \$39k	165,000	6%	17%
\$40 - \$49k	169,000	6%	17%
\$50 - \$59k	147,000	5%	17%
\$60 - \$69k	140,000	5%	16%
\$70k+	1,184,000	30%	18%

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Reach 3,927,725 readers



PUBLICATION	Open Road	RoyalAuto	Road Ahead	Total Eastern Seaboard
State	NSW + ACT	VIC	QLD	TOTAL
Circulation	1,534,631	1,439,133	953,961	3,927,725
Full Page Casual Rate	\$24,275	\$19,364	\$16,580	\$60,219
Full Page Discounted Rate	\$21,850	\$17,427	\$14,930	\$54,207
Half Page Casual Rate	\$14,805	\$12,154	\$8,520	\$35,479
Half Page Discounted Rate	\$13,325	\$10,938	\$7,670	\$31,933
Third of a Page Casual Rate	\$10,875	\$8,240	N/A	\$19,115
Third of a Page Discounted Rate	\$9,790	\$7,416	N/A	\$17,206
Quarter Page Casual Rate	\$8,715	\$7,004	\$4,990	\$20,709
Quarter Page Discounted Rate	\$7,845	\$6,303	\$4,480	\$18,628