

## Our Editorial Focus:

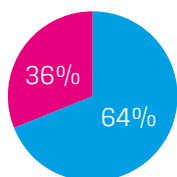
A venue for public sector leaders. Engaging with and sharing the work of the people building a better Australia.

A thoughtful and respectful space for the discussion of policy, programs and public projects.

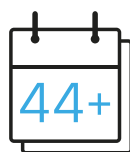
“The Mandarin is what senior public sector leaders asked for — a space to learn, share and collaborate. It’s features and commentary, but with a strong focus on policy and professional development.”

Jason Wittaker, Editor  
[TheMandarin.com.au](http://TheMandarin.com.au)

## Our Audience SnapShot:



GENDER



AVERAGE AGE

HIGH PERSONAL INCOME  
**\$115,000+**

Effective Measure, December 2014.

DAILY UNIQUE BROWSERS\*  
**1,187**

MONTHLY PAGE IMPRESSIONS\*  
**64,007**

ASD\*  
**2.43**

FACEBOOK FANS\*\*\*  
**742**

TWITTER FOLLOWERS\*\*\*  
**4,036**

\*Nielsen, August 2015.  
\*\*Mail Chimp, August 2015.  
\*\*\*Twitter & Facebook, August 2015.

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