

OUR AUDIENCE

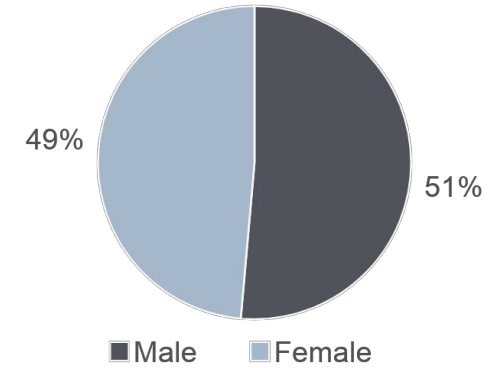
Key website stats

110,000 unique audience members per month
6,400 avg. unique visitors per day
24,846 unique newsletter subscribers
156,000 avg. sessions per month
200,000 avg. page views per month

Income and education

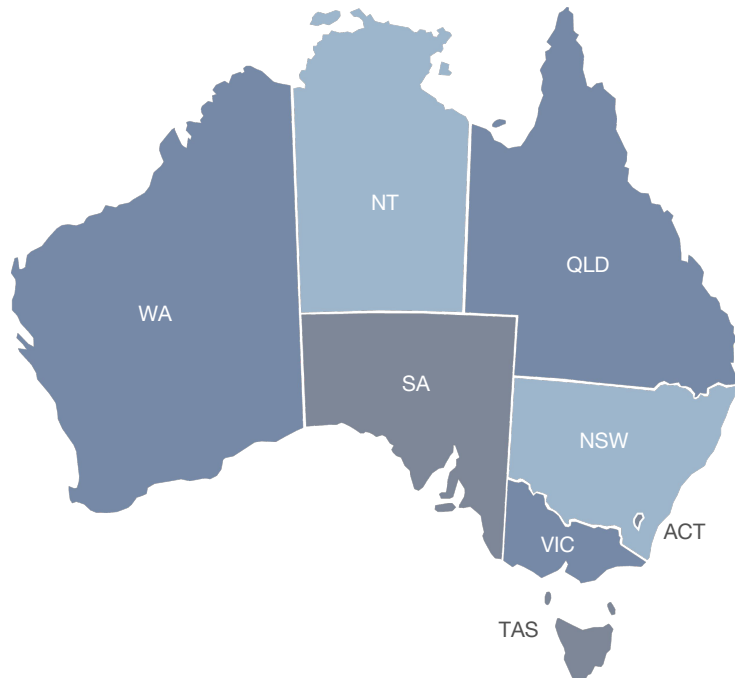
- \$151K+ Average Personal Income
- \$188K+ Average HH Income
- 70% have Postgraduate Degree
- 30% have a Graduate Degree
- 89% are managers or professionals

Gender

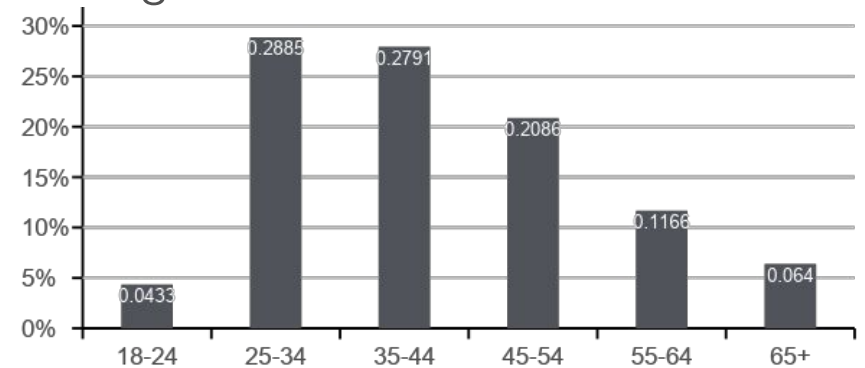


Location

NSW 32.76%
VIC 26.06%
ACT 21.68%
QLD 8.85%
WA 4.96%
SA 4.22%
TAS 0.89%
NT 0.52%



Age

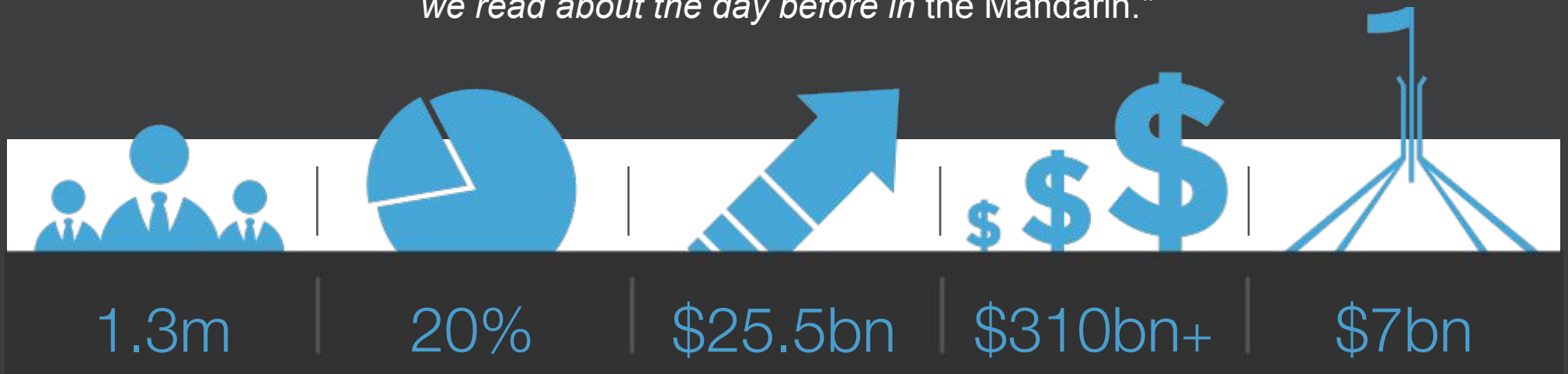


More than **67%** of our audience are between 35-65+

UNIQUE OPPORTUNITY TO REACH KEY DECISION MAKERS IN ALL LEVELS OF GOVERNMENT

The Mandarin is Australia's #1 destination for key decision makers in the Australian public sector. It gives our partners a unique opportunity to present their thought leadership credentials to more than 800,000 senior and mid-level public administration professionals in a highly credible editorial environment.

"Our Executive often arranges department-wide briefings to update us on something we read about the day before in the Mandarin."



The number of federal and state public admin professionals in Australia

The percentage of executive level roles within government around Australia

The dollar value of grants distributed by the Federal government around Australia

The value of goods & services purchased each year by federal & state governments

The amount spent by the federal government in 2015-16 on management & business professional services