

FORTUNE REACHES OVER 374,000 READERS IN ASIA PACIFIC ACROSS MANY COUNTRIES. THEY ARE THE GLOBAL MOBILE ELITE. THEY ARE THE PEOPLE WHO INFLUENCE THE INFLUENCERS. THEY ARE THE PEOPLE ADVERTISERS WANT TO REACH.



Gender

Male	84%
Female	16%

Age

< 45	34%
Median Age	49

Ethnicity

National*	84%
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Professional

Senior management	85%
C-suite	53%
BDMs – Banking & finance	46%
BDMs – Technology	48%

Avid Personal Investors

Have private bank account	51%
Own stocks/shares	57%
Own bonds/revenue generating property/offshore investments	46%

Affluent

Average personal income	US\$216,000
Average personal network	US\$1.5m

Well Connected

Having an international perspective on business & current affairs is important	89%
Considered an opinion leader	77%
Like to own the latest technology products and services	76%
Accessed online content via mobile devices [^]	61%

Frequent Travelers

Took 6+ air trips	63%
Took 6+ business trips	44%
Took 3+ personal trips or taken a holiday in the last 12 months with a cost per person of US\$3000+	65%
Travelled on first/business class	58%
Average no. of business trips	8
Average no. of personal trips	4

Refined Tastes

Own a watch worth US\$5,000+ or luxury clothing/accessories	52%
Own a piece of fine jewelry worth US\$5k+ or fine wine/champagne/premium liquor	47%
Own a Smartphone/iPhone/BlackBerry/similar device	76%
Golf/health/spa/sport club members	55%

*Base: All who answered the question

[^]Accessed online content via Blackberry/mobile phone or used Wi-Fi networks outside home/office