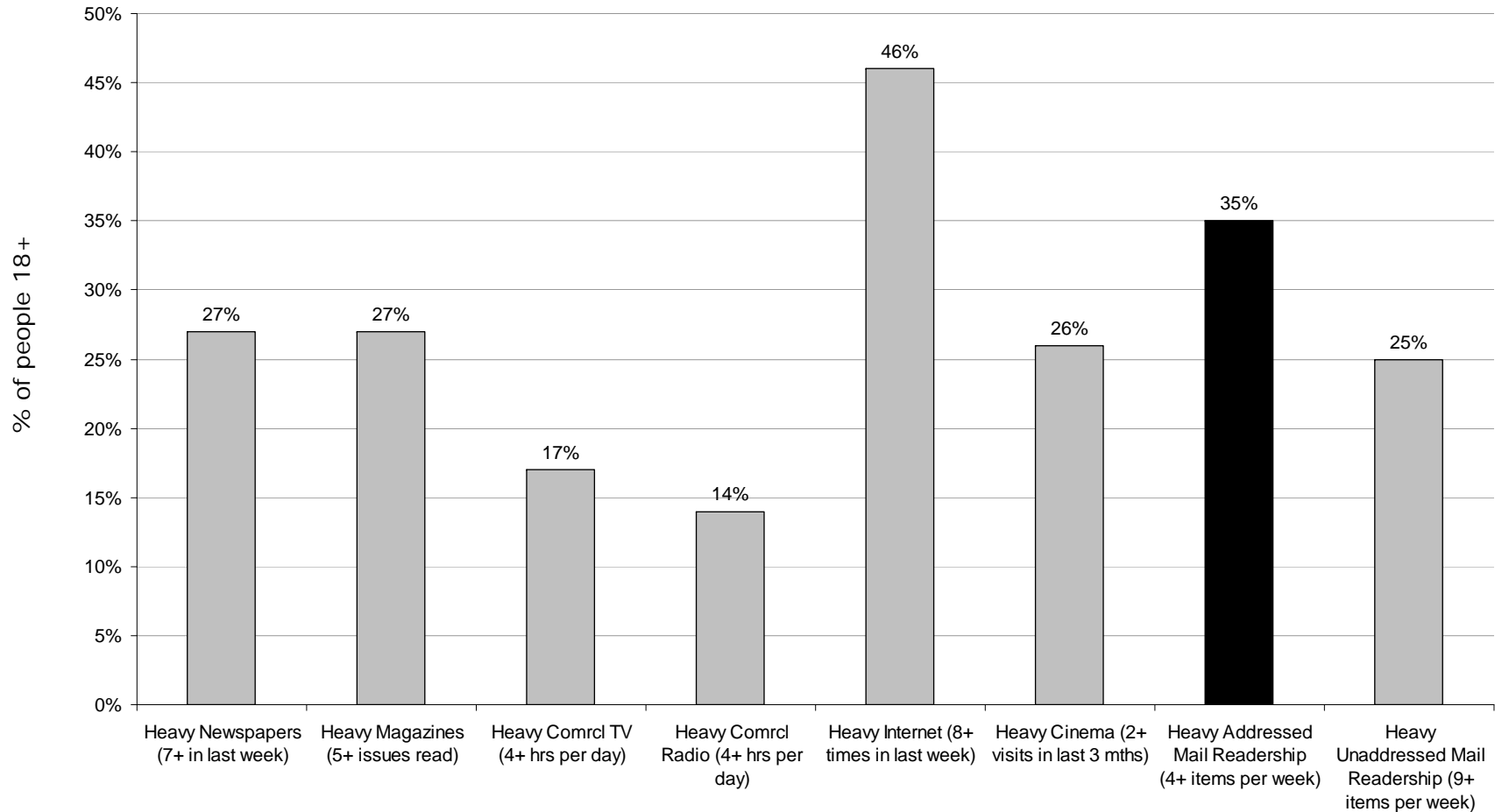


# MEDIA CONSUMPTION

A look at mail readership and other  
media consumption in Australia

Source: Roy Morgan Single Source, June 2009

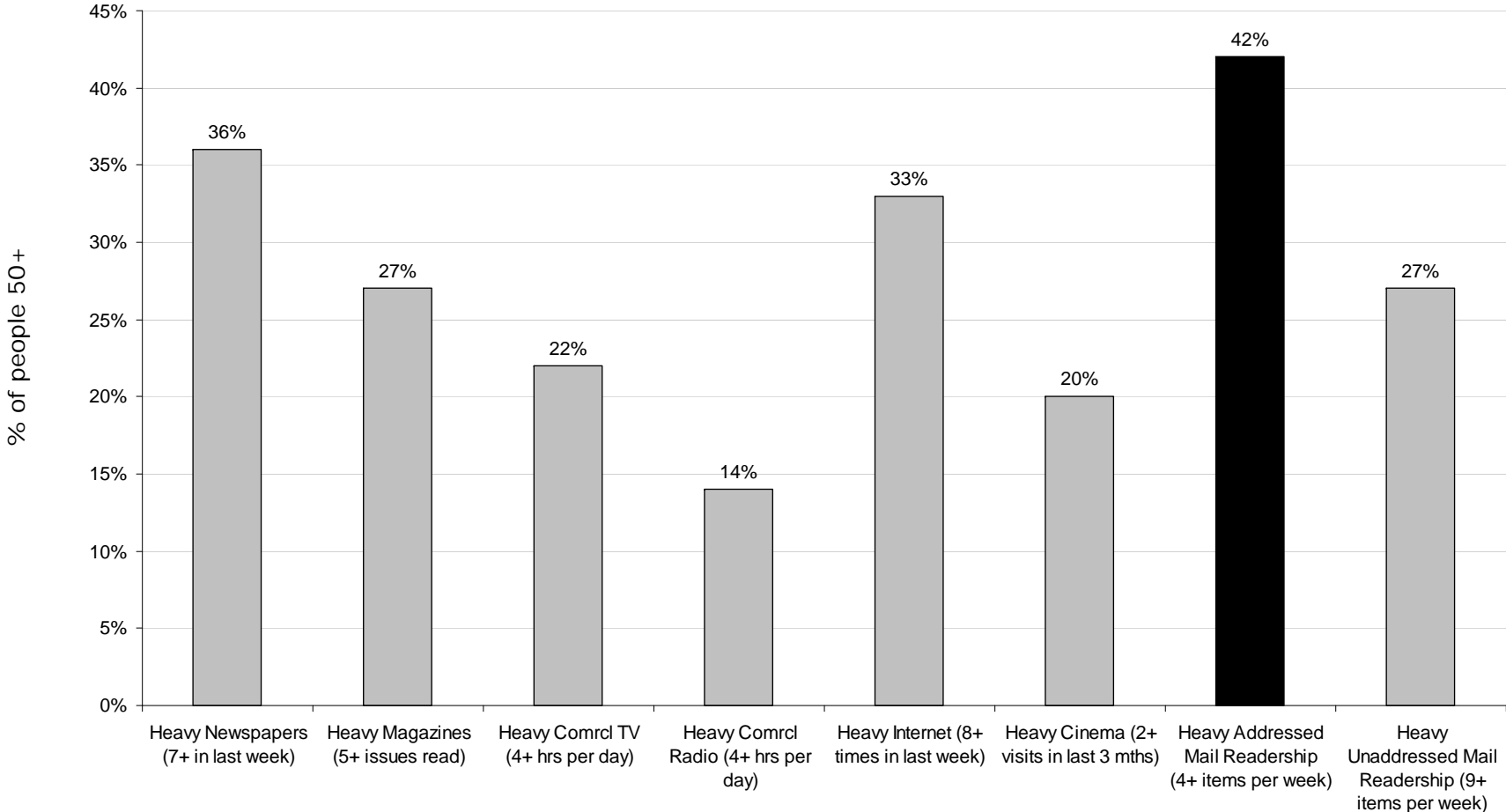
# Adults read mail



**OPEN UP TO MAIL™**

Source: Roy Morgan Single Source, June 2009

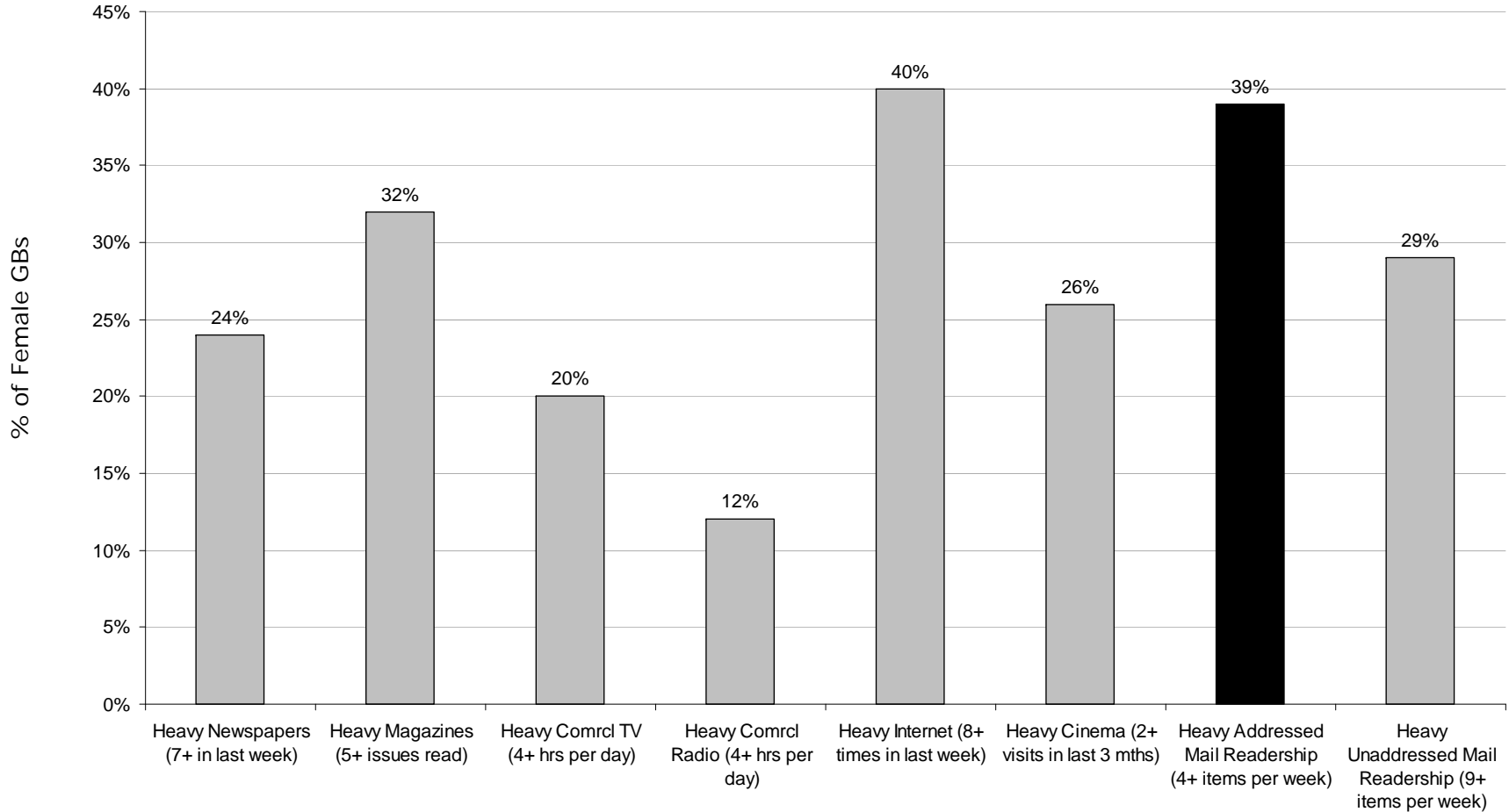
# Mail reaches the mature market



**OPEN UP TO MAIL™**

Source: Roy Morgan Single Source, June 2009

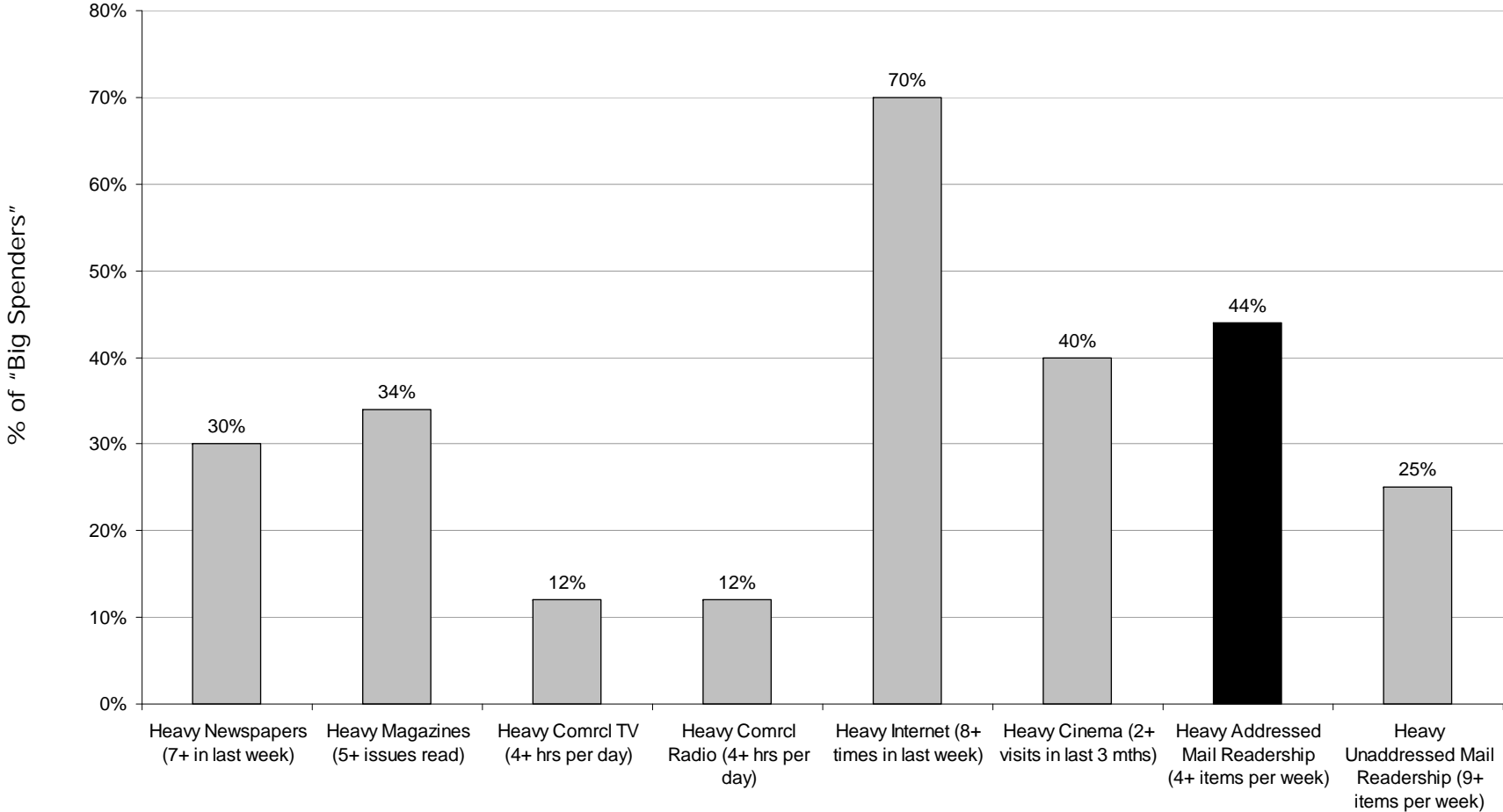
# Mail is important for Female GBs



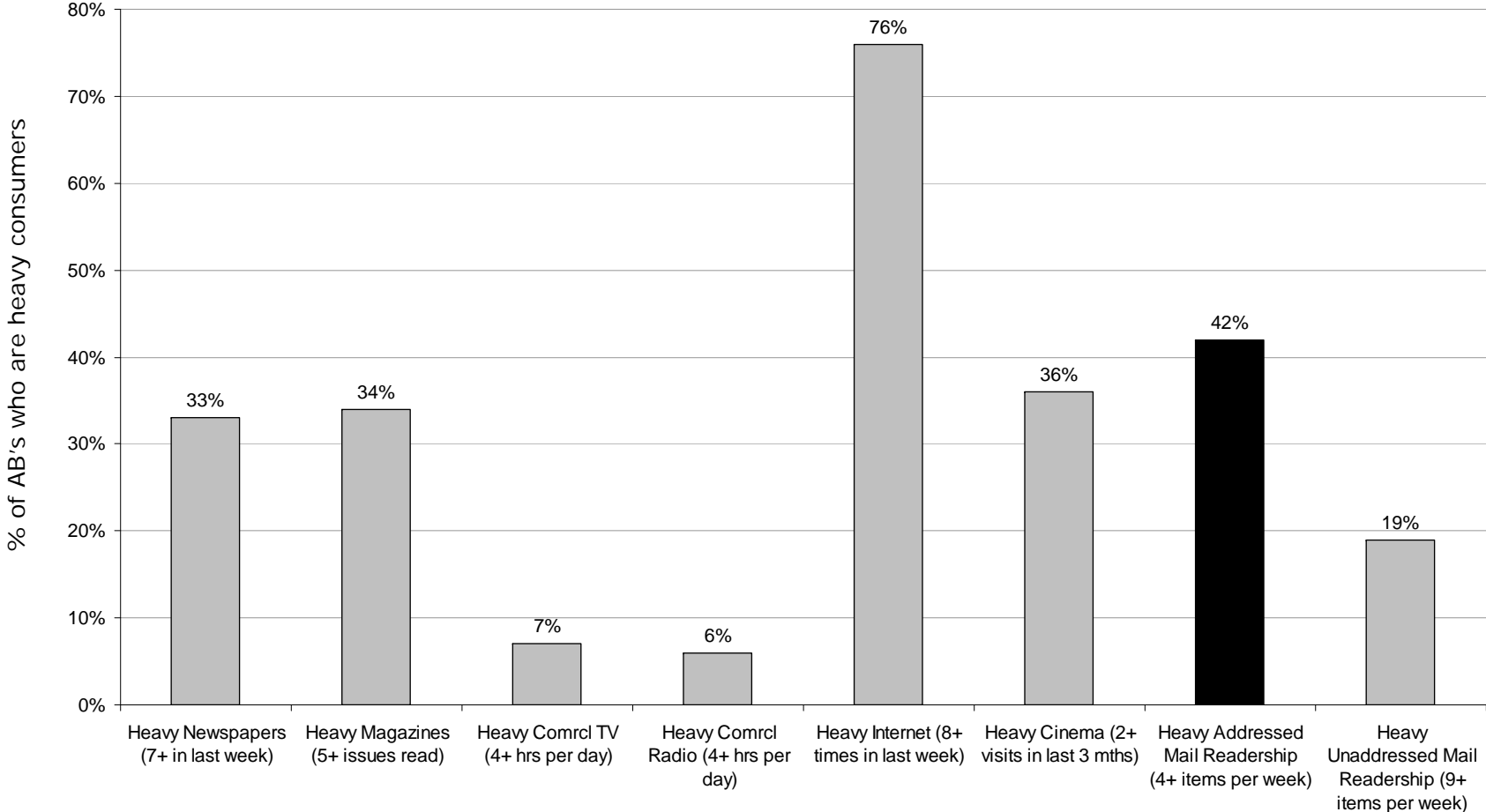
**OPEN UP TO MAIL™**

Source: Roy Morgan Single Source, June 2009

# Mail reaches "Big Spenders"



# Mail is important to AB's



**OPEN UP TO MAIL™**

Source: Roy Morgan Single Source, June 2009