

ABOUT US STATISTICS

- **Circulation:** 32,302 total subscribers (ABC Jan-Jun 2015)
 - **Subscription:** 31,573 total subscribers (as of 23 September 2015)
 - Since the beginning of **2012**, our digital audience has **increased by 245%**
 - **77% check their portfolio at least weekly, with 41% checking it daily**
 - **11% of our audience hold investments in wine, art & antiques**
 - **Average net worth £1,246,371**
 - **Average investment portfolio £790,142 – up 48% since 2012. 15% have an investment portfolio of £1m-£5m**
 - **45% use mobile / tablet devices for trading and buying shares**
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