### World Finance Targeted Reader Breakdown

#### Sector Breakdown
- **Finance / Investment / Financial Services**
  - PRINT: 30.0%
  - WEB: 24.0%
  - EMAIL: 34.0%
  - AVERAGE: 29.3%

- **Consultancy/Services**
  - PRINT: 26.0%
  - WEB: 18.0%
  - EMAIL: 22.0%
  - AVERAGE: 22.0%

- **Travel / Hotels & Accommodations / Air Travel**
  - PRINT: 17.0%
  - WEB: 8.0%
  - EMAIL: 7.0%
  - AVERAGE: 10.7%

- **Real Estate / Property**
  - PRINT: 12.0%
  - WEB: 15.0%
  - EMAIL: 10.0%
  - AVERAGE: 12.3%

- **Government and Civil Service**
  - PRINT: 5.0%
  - WEB: 10.0%
  - EMAIL: 12.0%
  - AVERAGE: 9.0%

- **IT / Technology**
  - PRINT: 2.0%
  - WEB: 9.0%
  - EMAIL: 5.0%
  - AVERAGE: 5.3%

- **Other**
  - PRINT: 8.0%
  - WEB: 16.0%
  - EMAIL: 10.0%
  - AVERAGE: 11.3%

#### Job Role Breakdown
- **President / CEO / CFO / Treasurer**
  - PRINT: 30.0%
  - WEB: 6.0%
  - EMAIL: 22.0%
  - AVERAGE: 19.3%

- **Senior Manager / Partner**
  - PRINT: 26.0%
  - WEB: 19.0%
  - EMAIL: 30.0%
  - AVERAGE: 25.0%

- **Manager / Senior Executive**
  - PRINT: 24.0%
  - WEB: 26.0%
  - EMAIL: 21.0%
  - AVERAGE: 23.7%

- **Professional / Advisor**
  - PRINT: 17.0%
  - WEB: 32.0%
  - EMAIL: 18.0%
  - AVERAGE: 22.3%

- **Other**
  - PRINT: 3.0%
  - WEB: 17.0%
  - EMAIL: 9.0%
  - AVERAGE: 9.7%

#### Geographical Distribution
- **Western Europe**
  - PRINT: 19.0%
  - WEB: 22.0%
  - EMAIL: 25.0%
  - AVERAGE: 22.0%

- **CES Europe**
  - PRINT: 14.0%
  - WEB: 9.0%
  - EMAIL: 11.0%
  - AVERAGE: 11.3%

- **Asia / Pacific**
  - PRINT: 13.0%
  - WEB: 15.0%
  - EMAIL: 18.0%
  - AVERAGE: 15.3%

- **Middle East**
  - PRINT: 10.0%
  - WEB: 9.0%
  - EMAIL: 8.0%
  - AVERAGE: 9.0%

- **Africa**
  - PRINT: 8.0%
  - WEB: 5.0%
  - EMAIL: 5.0%
  - AVERAGE: 6.0%

- **Central and South America**
  - PRINT: 14.0%
  - WEB: 14.0%
  - EMAIL: 10.0%
  - AVERAGE: 12.7%

- **North America**
  - PRINT: 22.0%
  - WEB: 26.0%
  - EMAIL: 23.0%
  - AVERAGE: 23.7%

#### Company Turnover
- **£0 - £150m**
  - PRINT: 14.0%
  - WEB: 28.0%
  - EMAIL: 13.0%
  - AVERAGE: 18.3%

- **£150m - £300m**
  - PRINT: 36.0%
  - WEB: 42.0%
  - EMAIL: 29.0%
  - AVERAGE: 35.6%

- **£300m - £500m**
  - PRINT: 21.0%
  - WEB: 13.0%
  - EMAIL: 22.0%
  - AVERAGE: 18.6%

- **£500m - £750m**
  - PRINT: 14.0%
  - WEB: 9.0%
  - EMAIL: 16.0%
  - AVERAGE: 13.0%

- **£750 - £1,000m**
  - PRINT: 9.0%
  - WEB: 5.0%
  - EMAIL: 13.0%
  - AVERAGE: 9.0%

- **£1,000m +**
  - PRINT: 6.0%
  - WEB: 3.0%
  - EMAIL: 7.0%
  - AVERAGE: 5.3%

#### Age Breakdown
- **18 - 24**
  - PRINT: 13.0%
  - DIGITAL: 19.0%
  - EMAIL: 14.0%
  - AVERAGE: 15.3%

- **25 - 34**
  - PRINT: 18.0%
  - DIGITAL: 36.0%
  - EMAIL: 40.0%
  - AVERAGE: 31.3%

- **35 - 44**
  - PRINT: 23.0%
  - DIGITAL: 18.0%
  - EMAIL: 28.0%
  - AVERAGE: 23.0%

- **45 - 54**
  - PRINT: 26.0%
  - DIGITAL: 13.0%
  - EMAIL: 10.0%
  - AVERAGE: 16.3%

- **55 - 64**
  - PRINT: 12.0%
  - DIGITAL: 8.0%
  - EMAIL: 6.0%
  - AVERAGE: 8.7%

- **65 +**
  - PRINT: 8.0%
  - DIGITAL: 6.0%
  - EMAIL: 2.0%
  - AVERAGE: 5.3%

All profiled information consists of projected data only and is based on third-party sources.