

Reader Demographics

The *Jeweller* Reader Survey was distributed along with the September issue in 2006. Designed to provide an understanding of our readers and how useful and informative they find the magazine, the data gained from the survey is intended to ensure *Jeweller* remains relevant and topical.

Our aims for the survey were simple: We wanted to know who our readers were, what they enjoy reading, how the magazine helps them in their industry and how it could become a better reference for the Australian jewellery industry.

WHO ARE OUR READERS?

Our first step was to understand our readers and what roles they played in the industry. This enabled us to gauge an appreciation of

our readership and what material will suit them.

We found 51 of respondents were male and 47 per cent female – 2 per cent didn't answer.

Also, more than 58 per cent were aged 41 to 60, while 26 per cent are between 26 and 40.

Most of the respondents are retailers (76 per cent) and 80 per cent of those own at least one store.

Over half (55 per cent) consider themselves 'decision makers', responsible for ordering new stock and appointing new suppliers.

Next, we wanted to gauge how useful our readers find the magazine. The findings were pleasing: 84 per cent of respondents read 6-11 issues per year and 89 per cent of

those read the magazine cover-to-cover.

This indicates that they find the magazine to be a constant source of useful information. So much so, that 71 per cent pass it on to others when finished, highlighting that *Jeweller* contains information relevant to employees at all levels of the trade.

STAYING INFORMED

Respondents were asked to give feedback on how well *Jeweller* helped them keep abreast of industry issues, products and events. More than 50 per cent think *Jeweller* is "good or better" at providing information on international news, sales techniques and management strategies. 29 per cent believe the magazine is "excellent" at covering trade fairs.

To gain more specific responses, we asked about specific sections of the magazine; what do respondents enjoy reading and which features of the magazine are the most useful?

While 84 per cent say the magazine is of some value, 61 per cent cite it as indispensable, giving it an overall rating between eight and 10 (with 10 being the maximum). Based on the answers given, not one respondent thinks *Jeweller* is of zero value.

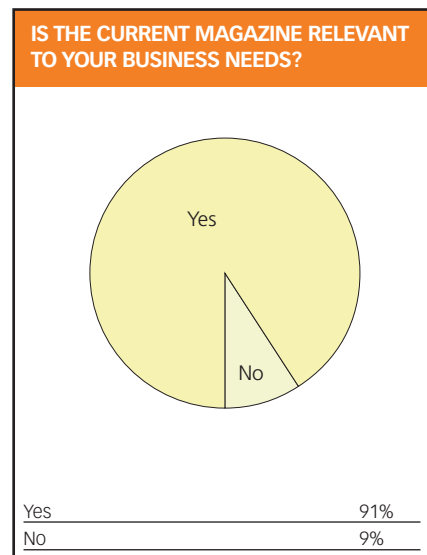
Focusing specifically on our regular columns, the survey revealed that 90 per cent of respondents read the Latest Releases pages each month. The second most popular section is Tips on Selling (72 per cent).

In fact, the jewellery trends and sales tips in these columns are so helpful that 58 per cent of respondents want more Tips on Selling and 73 per cent want more Latest Releases.

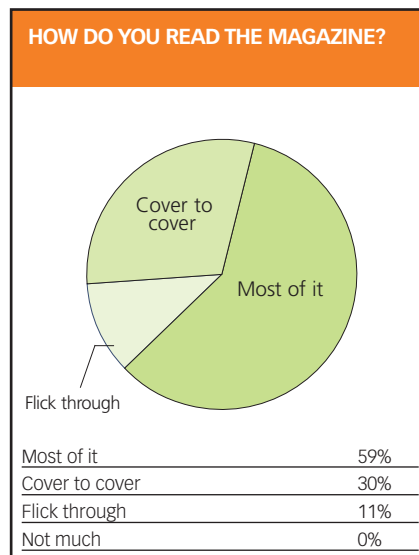
The success of Latest Releases shows how important it is for communicating current and predictive jewellery trends to retailers.

INDICATE WHICH SECTIONS YOU READ REGULARLY, OCCASIONALLY OR DO NOT READ					
	Regularly	Occasionally	Do Not Read	Unanswered	TOTAL
Latest Releases	90%	7%	0%	3%	100%
Tips on Selling	72%	21%	6%	1%	100%
Gem of Month	69%	24%	7%	0%	100%
Bulletin Board	66%	27%	6%	1%	100%
Editorial	64%	24%	8%	4%	100%
Classifieds	64%	28%	6%	2%	100%
Soapbox	58%	30%	7%	5%	100%
Then & Now	55%	35%	8%	2%	100%
CEO Report	44%	37%	15%	4%	100%
State News	42%	37%	17%	4%	100%
Chairman's Report	34%	44%	18%	4%	100%

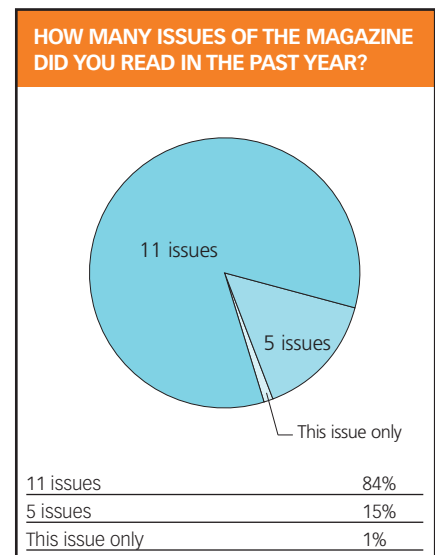
Gaining editorial coverage in *Jeweller* is highly valuable - 90 per cent of respondents read the New Products pages each month. The second most popular section is Tips on Selling (72 per cent). In fact, the jewellery trends and sales tips in these columns are so helpful that 58 per cent of respondents want more Tips on Selling and 73 per cent want more Latest Releases.



The survey found that *Jeweller* is extremely relevant to the business needs of its readers. Most respondents - 91 per cent believed the magazine was relevant.



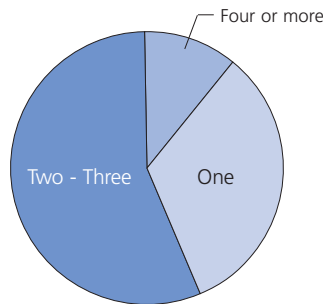
When asked, "How do you read *Jeweller*?", 30 per cent of respondents read each issue cover-to-cover while 59 per cent read most of it.



Each issue has a high monthly readership with 84 per cent of respondents reading 6-11 issues over the previous 12 months and a further 15 per cent reading five issues.

Reader Demographics

HOW MANY STORES DO YOU OPERATE OR MANAGE?



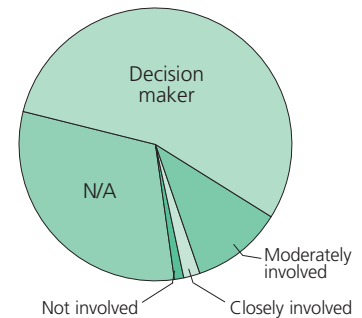
The value of one reader for *Jeweller* has a higher value because, of all the retailers surveyed, 56 per cent of respondents owned 2-3 stores while a further 11 per cent owned 4 or more stores.

WHAT IS YOUR OVERALL IMPRESSION OF THE MAGAZINE?



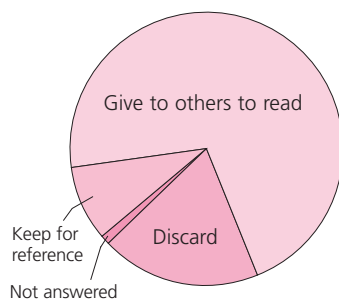
For advertisers, a magazine's credibility is paramount. What's the use of advertising in a magazine if people do not respect it? 35 per cent of readers class *Jeweller* as "Excellent" while 41 per cent rated it "Very good".

WHEN YOU APPOINT NEW SUPPLIERS FOR YOUR STORE, WHICH BEST DESCRIBES YOUR LEVEL OF INVOLVEMENT IN THE DECISION MAKING PROCESS?



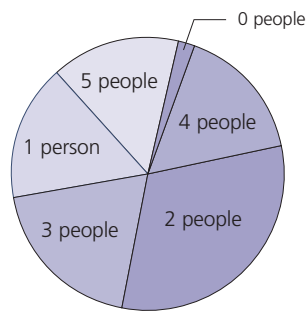
In terms of ordering new stock or appointing new suppliers, over half of all respondents - 55 per cent - reported being a "decision maker" in the process. While 11 per cent said they were "closely involved" in selecting new stock for the store.

WHAT DO YOU DO WITH THE MAGAZINE ONCE YOU'VE READ IT?



Once they've read an issue of the magazine, 71 per cent of respondents will pass it on to someone else to read. This is important to advertisers because their ad will be seen by more than the single recipient of the magazine. (See next chart.)

HOW MANY PEOPLE OTHER THAN YOU ARE LIKELY TO READ THIS COPY?



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Readership

Jeweller is the official magazine of Australia's peak industry body: Jewellers Association of Australia. Established in 1931, the JAA works to represent and protect the interests of the jewellery industry and its consumers. With a membership of around 1,200 outlets, the JAA is a national organisation that covers all areas of the jewellery industry - from retailers to suppliers. All members of the JAA receive *Jeweller* as part of their membership and the magazine also has a large paid subscriber database. In conjunction with the JAA, *Jeweller* maintains the only comprehensive, up-to-date database of jewellery retailers (broken down by various categories) and suppliers. The advanced database allows the magazine and advertisers to target very specific categories via controlled circulation promotions throughout the year.

JAA Australian Jewellery Fair

Jeweller is the official magazine and Directory of the Brisbane and Sydney Jewellery Trade Fairs and has exclusive distribution rights at the Fairs.

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