

Australia's No. 1 real estate website, delivering 4.87 million\* unique browsers per month. It's broader than you might think - with dedicated sections for buyers, renters, sharers, renovators, builders, sellers and retirees allowing you to reach your target audience easily.

View statistics for each section of [realestate.com.au](http://realestate.com.au)

- ALL ▶
- BUY ▶
- RENT ▶
- SHARE ▶
- RENOVATE ▶
- BUILD ▶
- SELL ▶
- RETIRE ▶



Like to know more? Call REA Group Media on 1300 134 174

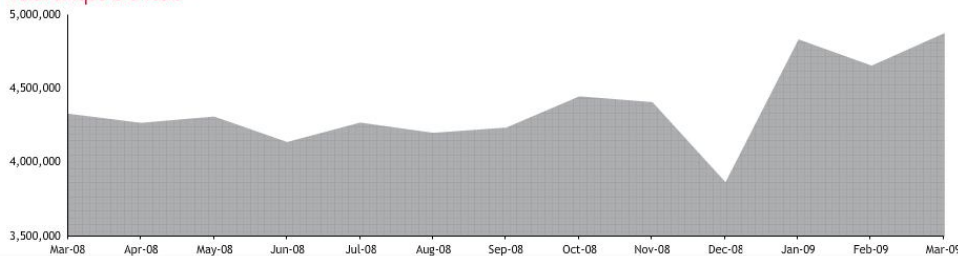
### Key Facts

- Over 4.87 million unique browsers each month+
- Average visitor spends over 10 minutes on site per visit+
- Average visitor returns to the site 3 times per month+

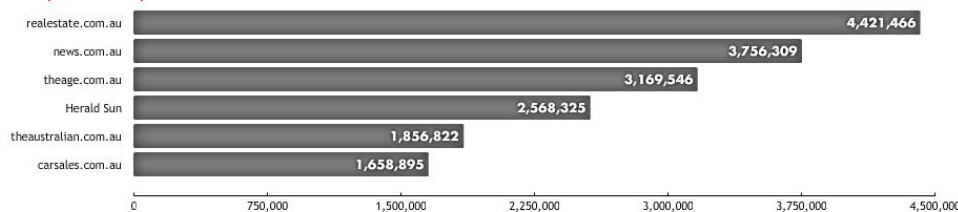
### Key Monthly Statistics\*

	Buy	Rent	Share	Total
Unique browsers	3.8M	1.5M	139,910	4.87M
User sessions	12.5M	3.9M	233,623	16.1M
Page impressions	409M	94M	2.5M	547M
Average visits per month	3.29	2.62	1.71	3.31
Average session time (mins)	10:27	10:19	6:56	10:31

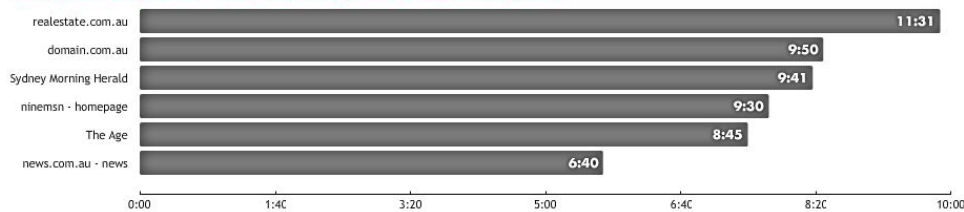
### Total unique browsers+



### Competitor Comparison - Domestic UB's+



### Competitor Comparison - Domestic Average User Session Time (mins)+



### Who is realestate.com.au's core audience?

43%

**AD**

are classified as ABS

38%

\$

have a household income of over \$100,000

73%

are heavy to medium internet users

61%

like to try new products

27%

say online advertisements prompt them to search the internet

+ | Nielsen Online, Market Intelligence, total traffic for audited sites, March 2009  
 ^ | realestate.com.au Buyer Intention Survey, January 2009

\* | Nielsen Online, Site Census, March 2009  
 \* | Panorama 12 Month National (Jul 07 - Jun 08 Survey 05)