



SMART INVESTOR



MEDIA KIT FY14



www.adcentre.com.au/smart-investor

GEARED FOR SUCCESS

smartinvestor

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SMART INVESTOR OVERVIEW

For eight years, monthly magazine *Smart Investor* has provided investors and the finance community with news, tips, insights and education to help them increase their wealth and reduce their risk. Now *Smart Investor* is delivered to the DIY investor via a daily newsletter, 24/7 website, weekly app for iPad, weekly section in *The Australian Financial Review* and the monthly magazine.

Across all platforms, *Smart Investor* covers a diverse range of investment topics including shares, property, fixed income, specialist investments, market intelligence, super, as well as a section for new investors who are learning about an asset class or need to brush up on the basics.

Smart Investors will be ahead of the game with breaking news and analysis from highly specialised investment journalists and commentators including property expert Monique Wakelin, superannuation guru Trish Power, economist Chris Joye and fund manager Jim Reid. They join existing columnists Trevor Hoey, Graeme Adamson, Phillip Baker and David Bassanese.



James Frost, editor of *Smart Investor*

audience

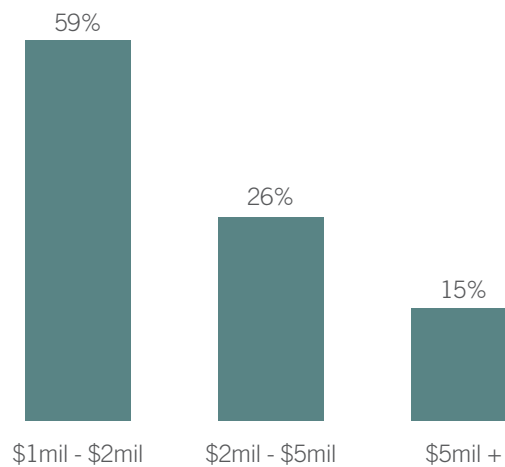
**READERSHIP:
105,000***
**CIRCULATION:
50,105****

SMART INVESTOR AUDIENCE

Smart Investor reaches about one in five of all high net worth investors in Australia, who own:

- An average of \$3.3 million (excluding own home, but including SMSF) in investable assets
- Have invested an average \$1.4 million in residential property and \$1.6 million in commercial property[^]
- Have an average of \$1.7 million in their super and \$650,000 in cash/term deposits
- Over three in four own a SMSF with an average balance of \$2.0 million[^]
- One in ten own their own business
- 89% get satisfaction from developing their expertise in financial matters[^]
- Trade shares an average of 10 times per year.

Total investment portfolio size of HNW investors who read *Smart Investor*



Source: Investment Trends Pty Ltd. Nov 2012 HNW Investor Report: Profile of HNWs reading *Smart Investor*

Smart Investor readers are avid share traders:

- Seven in ten *Smart Investor* readers traded shares online in the last 2 months
- The average size of their most recent trade being \$21,000
- 56% of *Smart Investor* readers ranked investment magazines as one of their top sources used to research investment opportunities
- 65% of readers believe that Australia's economy will record healthy growth post-2011 and 59% feel that Australian stocks are currently undervalued[^]

Source: Investment Trends Pty Ltd. 1H2012 Online Broking Report: Profile of *Smart Investor* readers;

[^]Investment Trends Pty Ltd. 1H2011 Online Broking Report: Profile of *Smart Investor* readers;

*Roy Morgan Research, March 2013; **Audit Bureau of Circulations, December 2012

SMART INVESTOR FEATURES & DEADLINES 2013

ISSUE	FEATURES	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE 12 NOON
February	<ol style="list-style-type: none"> Hot Stocks Masterclass SUPPLEMENT: Complete Guide to Trading Shares 	January 18	December 14	January 03
March	<ol style="list-style-type: none"> SMSF – trustee education Investing in you – education (MBAs) Economics 101 Property Forex column CFD column 	February 15	January 11	January 31
April	<ol style="list-style-type: none"> Deposits/Fixed Interests Passive Investing (incl ETFs) Cash Club Private Banking Smart Investor Index 	March 15	February 8	February 28
May	<ol style="list-style-type: none"> Foreign Exchange Trading Beyond the Big 4 Income protection Property SUPPLEMENT: SMSF Guide 	April 19	March 08	April 04
June	<ol style="list-style-type: none"> Tax Time Health Funds (Hospitals only) VIP Stocks Online Broking Forex column CFD column 	May 17	April 12	May 02
July	<ol style="list-style-type: none"> Capital Protected Products Financial Year Ahead Roundtable Health Funds Part 2 – (Hospital & Extras) Property Smart Investor Index SUPPLEMENT: Global Investing (incl: Broker offerings, CFD's, ETF's, Foreign Exchange, International Funds) 	June 21	May 17	June 06
August	<ol style="list-style-type: none"> Investing for Income Life Insurance Commission Rebate Services 	July 19	June 14	July 04
September	<ol style="list-style-type: none"> Blue Ribbon AWARDS Hybrids Property ABC of share investing Forex Column CFD column 	August 23	July 19	August 08
October	<ol style="list-style-type: none"> SMSF – Platform survey Cash Club Smart Investor Index SUPPLEMENT: How to build a winning portfolio 	September 20	August 16	September 05
November	<ol style="list-style-type: none"> Property Special Investing in Commodities SMSF – Pension strategies Property SUPPLEMENT: Online Broking 	October 18	September 13	October 03
December	<ol style="list-style-type: none"> Good Stocks Guide 2013 CFDs SMILES Survey Forex Column CFD column 	November 15	October 11	October 31
January	<ol style="list-style-type: none"> Investing like a pro 2014 Roundtable Financial Makeover Asset Allocation Smart Investor Index Property 	December 13	November 8	November 28

Note: Cancellation deadlines are 6 weeks prior. (100% cancellation fee applies)

Booking deadlines are 4 weeks prior.

Material deadlines are 2 weeks prior.

rates

SMART INVESTOR ADVERTISING RATES

SMART INVESTOR ADVERTISING RATES								
Size	Casual	3x	6x	9x	12x	15x	18x	24x
Full Page	\$10,249	\$10,043	\$9,837	\$9,631	\$9,425	\$9,219	\$9,013	\$8,807
Double Page Spread	\$20,703	\$20,291	\$19,828	\$19,364	\$18,952	\$18,540	\$18,025	\$17,613
Half Page Spread	\$13,133	\$12,927	\$12,721	\$12,463	\$12,257	\$11,817	\$11,794	\$11,588
Half Page	\$6,129	\$6,026	\$5,923	\$5,820	\$5,717	\$5,614	\$5,511	\$5,408
Third Page	\$4,017	\$3,966	\$3,914	\$3,863	\$3,811	\$3,760	\$3,708	\$3,657
Quarter Page	\$3,039	\$2,987	\$2,936	\$2,884	\$2,833	\$2,781	\$2,730	\$2,678
Table Page Strip Ads	\$1,545 per appearance							

POSITION	LOADS
1st Inside Front Cover Spread	40%
2nd Inside Front Cover Spread	30%
3rd Inside Front Cover Spread	20%
1st Right Hand Page	30%
2nd Right Hand Page	25%
3rd Right Hand Page	20%
4th Right Hand Page	15%
5th Right Hand Page	15%
Front Right Hand Page	15%
Right Hand Page	10%
Feature	10%
Outside Back Cover	40%
Consecutive Pages	20%

PRODUCTION SPECIFICATIONS

Smart Investor only accepts advertising material in digital format. Please refer to the specification website: <http://www.adcentre.com.au/smart-investor>

PLEASE NOTE THESE RATES DO NOT INCLUDE GST.



SMART INVESTOR PAGE SPECIFICATIONS

PAGE SPECIFICATIONS			
Size	Type Area	Trim Size	Bleed Area
Double Page Spread	244 x 410mm	275 x 440mm	285 x 450mm
Full Page	244 x 190mm	275 x 220mm	285 x 230mm
1/2 Page Horizontal	118 x 190mm	134 x 220mm	144 x 230mm
1/2 Page Double Spread	118 x 410mm	134 x 440mm	144 x 450mm
1/3 Page Horizontal	75 x 190mm	91 x 220mm	101 x 230mm
1/3 Page Double Spread	75 x 410mm	91 x 440mm	101 x 450mm
1/2 Page Vertical	244 x 89mm	275 x 104mm	285 x 114mm
1/3 Page Vertical	244 x 56.5mm	275 x 71.5mm	285 x 81.5mm
1/4 Page Horizontal	60 x 190mm		
Double Page 1/4 Horizontal	60 x 410mm		
Sponsorship Strip	22 x 190mm		
Double Page Sponsorship Strip	22 x 410mm		
Table Strip	14 x 190mm		

Measurements are given as depth x width (mm).

All live copy must be kept within the type area; this includes all text, image, keylines and keycodes.

Type Area Only specs on 1/4 page horizontal, sponsorship strips and table strip ads are designed to sit within the type area of the whole page.

Broken space ads that bleed are designed to centre the type area within the margin.

For type area across the gutter please allow minimum of 6mm clearance on both sides of the do not use fine borders around the edge of a bleed advert. We cannot guarantee the absolute accuracy of trimming due to the nature of web offset printing processes.



FULL PAGE



HALF PAGE HORIZONTAL



THIRD PAGE HORIZONTAL



QUARTER PAGE STRIP



SPONSORED STRIP



HALF PAGE VERTICAL



THIRD PAGE VERTICAL



TABLE STRIP

SMART INVESTOR TECHNICAL SPECIFICATIONS

DELIVERY REQUIREMENTS

Smart Investor now accepts material that is submitted as PDF via Quickcut and Websend. When ads are received all messages that accompany the ad are checked and an acceptance will be generated once the material is approved.

BOOKING NUMBER

There are a number of mandatory fields that must be entered prior to acceptance of your advertisement. One of these fields is the booking number. Please contact the Advertising Co-ordinator on 02 9282 3322 or your Account Manager to obtain the booking number for your creative.

STORAGE AND REPEATS

Fairfax Media will store digitally supplied material for a period of six months. Repeat ads may be arranged with the Advertising Co-ordinator using the booking number relevant to the required publish date. However, it is advisable to resend the advertising material for each schedule to ensure that you run the material you require.

PRINTING HIGHLIGHTS

	Cyan	Magenta	Yellow	Black
First printing highlight	3%	2%	2%	0%
Midtones	Allow for up to 15-20% dot gain			
Shadow	Range from 280-310%			

PROOFS

Fairfax Media will only accept 3DAPv2 compliant proofs with colour bars and trim marks. 3Dapv2 compliant proofs provide an accurate representation of the intended print result and are necessary for us to ensure colour accuracy on press. For this reason, if you choose not to supply a digital proof, Fairfax Media cannot be held responsible if the printer result varies from what the client has approved. To produce adequate digital proofs we require 3DAPv2 approved digital proofs (see www.3dap.com.au).

DISCLAIMER

While internal production processes may verify that material is within specifications, the onus is firmly on the tradehouse to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time so quality checking procedures can take place. Late material is liable to incur additional production costs.

Fairfax Review Group reserves the right to refuse any material that does not meet the Fairfax Media specifications.

website

SMART INVESTOR WEBSITE

The website, at afrsmartinvestor.com.au, includes the latest investor news, tools (such as watchlists and markets data), a rich archive and a digital edition of *Smart Investor* magazine.

The digital edition is available through the *Smart Investor* website and is a replica of the magazine.

SMART INVESTOR NEWSLETTERS

Every day at noon, *Smart Investor* subscribers receive a daily newsletter packed full of breaking news and information they can act upon immediately. Then each weekend, the Saturday Mail features the legendary Trevor Sykes providing insight into the financial markets and his own super fund, as well as stock advice from experts, tips and rumours and a look at the week ahead.



Mock ups only

app for
iPad

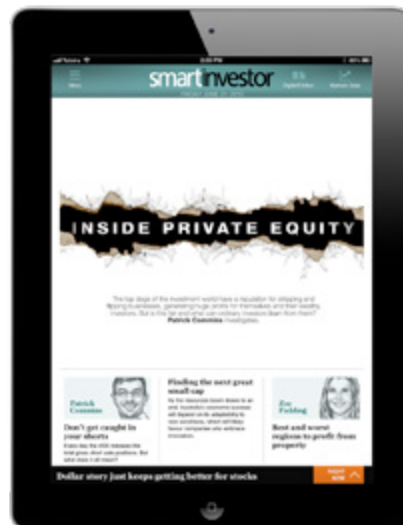
SMART INVESTOR APP FOR IPAD

Built by the makers of the award winning *Financial Review* app, the new *Smart Investor* app for iPad provides readers with a weekly wrap of investment analysis and in depth features that will financially empower their decisions including breaking news and real-time market tools on share prices and currencies.

The digital edition is available through the *Smart Investor* app for iPad and is a replica of the magazine.

APP FOR IPAD FEATURES

- Latest news from our website
- Real-time markets data
- Easy read for users who are away from the desktops
- 'Right Now' section which allows the user to read the latest in investing news, as it happens.



CONTACT:

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Mock ups only

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FINANCIAL REVIEW GROUP

The Financial Review Group connects the information needs of Australia's most successful and influential people with a constantly expanding range of business and investment products and services. We help people truly understand the issues and make the insights that enable their success.

From daily and 24/7 services like the *Financial Review* newspaper and website, through to specialist subjects covering investments and how to spend, or entrepreneurial communities like *BRW* Fast Club, we connect advertisers to the right people, at the right time, in the right environment.

Welcome to the world of the Financial Review Group. Choose any or a combination of our titles and connection platforms to ensure your marketing plan is [geared for success](#).

