

LIFE & LEISURE MEDIA KIT FY13

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A key component of the **Financial Review Group**

GEARED FOR SUCCESS

Life &
Leisure

Image: *Financial Review Life & Leisure* cover, 5-7 April 2013.

contents



- Overview
- Audience
- Features
- Rates and Deadlines
- Specifications
- Contacts
- Financial Review Group

FINANCIAL REVIEW LIFE & LEISURE

The *Financial Review Life & Leisure* weekly newspaper section is inserted into the Friday and weekend edition of the Financial Review newspaper. Every week *Life & Leisure* covers fashion, jewellery, design, travel, property and more, in every issue.

Printed on high-brite newspaper stock, *Life & Leisure* provides a premium newspaper advertising environment for luxury clients and is the perfect vehicle to



REGULAR COLUMNS

Life Time.

Treat yourself to the latest fashion, accessories, cosmetics, gifts, cocktails, spas and pampering all at a glance.

Fashion.

We cast a keen eye over all the latest shows, trends & happenings of the fashion world. We also shine a light on the very best designers and fashion personalities both in and outside of Australia.

Digital Life.

A guide to the latest, best and most useful tools and toys for when you're not at work.

Motoring.

We test prestige vehicles and provide our recommendations.

Food & Wine.

Life & Leisure talks to some of Australia's and the world's top chefs who reveal their philosophies on food and some of their most treasured recipes.

Property.

Advice on living and interior design, offers an in depth look at neighbourhoods as well as residential and executive property.

What's On.

Life & Leisure recommends the best cultural, artistic and sporting events happening in each capital city that weekend.

audience

**READERSHIP:
350,000***

Friday or Weekend Financial Review

**CIRCULATION:
146,467****

Monday - Friday +
Weekend Financial Review

*Source: Roy Morgan March 2013
(Life & Leisure figure - Friday or Weekend Financial Review)
Source: ABC March 2013
^ Life & Leisure Reader Survey 2010

LIFE & LEISURE AUDIENCE

READER PROFILE^

83% of *Life & Leisure* readers are male

17% of *Life & Leisure* readers are female

57% of the pass-on readership are female

\$199,150 is the average income of *Life & Leisure* readers

47yrs is the average age

58% of *Life & Leisure* readers intend to buy a prestige / luxury / sports car as their next purchase

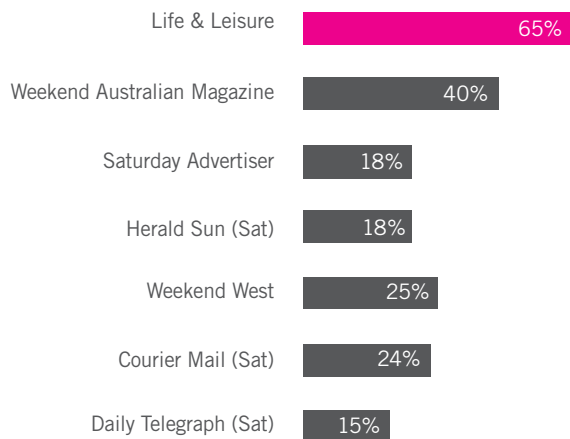
FASHION/ACCESSORIES^

\$890 is the average spent on clothing over the past 4 weeks

\$1,520 is the average spent on jewellery for someone else over the past 12 months

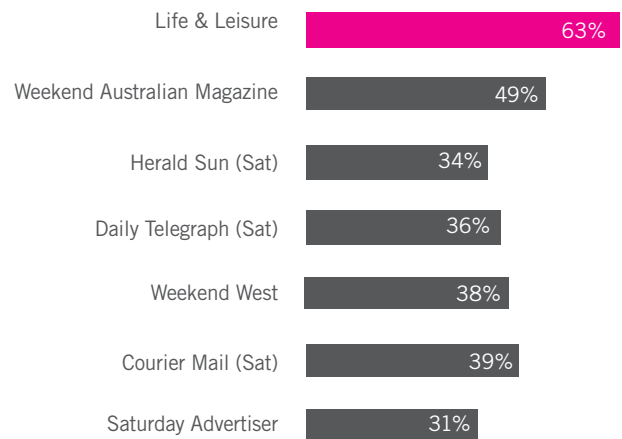
\$3,269 is the average value of next watch purchase

PERCENTAGE OF READERS WHO ARE ABs *



Life & Leisure readers are more than 3 times more likely than average to be AB's

PERCENTAGE OF READERS WHO ARE BIG SPENDERS*



Life & Leisure readers are 88% more likely than average to be Big Spenders.

LIFE & LEISURE FEATURES CALENDAR 2013

JANUARY

- 11 SPORT Australian Open Tennis
TRAVEL Gourmet experiences around the world
PROPERTY Gold Coast
- 18 SPORT Tour Down Under
FASHION Milan Menswear
- 25 Australia Day Bumper issue
A better you in 2013 New Year's resolutions you will keep
PROPERTY Boom areas in Australia

FEBRUARY

- 01 WATCHES Geneva Time Exhibition
SPORT Autumn Racing: Melbourne Carnival
FASHION Paris Couture + Paris Menswear
- 08 TRAVEL Taking Cruising the extra mile
GIFT GUIDE: Valentine's Day
- 15 TRAVEL European Travel Special
FASHION New York Fashion Week
PROPERTY European property special
- 22 FASHION London Fashion Week
PROPERTY Autumn sales
FOOD Melbourne Food and Wine Festival preview

MARCH

- 01 SOPHISTICATED TRAVELLER MAGAZINE
- 08 SPORT 2011 Formula One: Australian Grand Prix
FASHION Milan + Paris Fashion Week
TRAVEL Asian Travel Special
- 15 LUXURY MAGAZINE
- 22 SPORT Autumn Racing: Sydney Carnival
FASHION Tokyo Fashion Week
- 28 Easter BUMPER
SPORT US Masters Golf
TRAVEL Short breaks special

APRIL

- 05 SPORT MotoGP.
PROPERTY Coastal property feature
- 12 DESIGN Interiors special
- 19 TRAVEL Paradise in under 10 hours
- 26 SPORT Cycling
FASHION Australian Fashion Week
TRAVEL Africa

MAY

- 03 LUXURY MAGAZINE
- 10 FASHION Australian Fashion Week follow up
TRAVEL Queensland Special
GIFT GUIDE Mother's Day
- 17 SPORT 2011 Formula One: Monaco Grand Prix
SAILING Sanctuary Boat Show



features

JUNE

- 07 SPORT US Open Golf
PROPERTY Golf property
- 14 TRAVEL Inspiring places...
- 21 SOPHISTICATED TRAVELLER MAGAZINE
SPORT Wimbledon Tennis Championships
- 28 SPORT Cycling
FASHION Milan Fashion Week

JULY

- 05 PROPERTY Alpine Property
FASHION Paris Fashion Week
TRAVEL Paris
- 12 FASHION Paris Fashion Week: Haute Couture
TRAVEL Middle East special
SPORT British Open Golf preview
- 19 FASHION Miami Swimwear
TRAVEL Domestic travel special – city breaks
- 26 DESIGN / INTERIORS The modern home
BOATING Sydney International Boat Show
SPORT US PGA Championships

AUGUST

- 02 LUXURY MAGAZINE
- 09 FASHION Get Spring Racing Ready
- 16 PROPERTY Prepare for Spring
SAILING Audi Hamilton Island Race Week
- 23 Men's Grooming Special
SPORT US Open Tennis
- 30 TRAVEL Great Drives
GIFT GUIDE Father's Day

SEPTEMBER

- 06 SOPHISTICATED TRAVELLER MAGAZINE
- 13 RACING Spring Racing preview & guide
FASHION New York Fashion Week
- 20 SPORT Formula One: Singapore Grand Prix
TRAVEL Best adventure holidays
FASHION London Fashion Week
- 27 SPORT AFL & NRL Grand Final
FASHION Milan Fashion Week:
TRAVEL Short regional breaks

OCTOBER

- 04 PROPERTY City Living Special
FASHION Paris
- 11 TRAVEL North American skiing preview
- 18 TRAVEL Europe earlybird travel special
- 25 RACING Melbourne Cup & Fashions

NOVEMBER

- 01 SOPHISTICATED TRAVELLER MAGAZINE
- 08 PROPERTY Holiday homes
TRAVEL Last-minute summer getaways
- 15 LUXURY MAGAZINE
- 22 FOOD Summer menus special Part 1
SPORT Australian Masters Golf preview
- 29 FOOD Summer menus special Part 2
ARTS Top arts tickets for summer

DECEMBER

- 06 GIFT GUIDE for Christmas – MEN
SPORT Magic Millions Carnival
FOOD Summer menus special Part 3
- 13 GIFT GUIDE for Christmas – WOMEN
FOOD Summer menus special Part 4
- 20 TRAVEL Short summer escapes
SAILING Sydney to Hobart Yacht Race
- 27 PROPERTY Summer Special



FINANCIAL REVIEW LIFE & LEISURE ADVERTISING RATES FY13

| FINANCIAL REVIEW LIFE & LEISURE SECTION (FRIDAY & WEEKEND) | | | | | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| FREQUENCY | CASUAL | 4X | 8X | 12X | 16X | 20X | 24X |
| DISCOUNT | CASUAL | 5% | 10% | 15% | 20% | 25% | 30% |
| Full Page (38x7) | \$19,434 | \$18,462 | \$17,491 | \$16,519 | \$15,547 | \$14,575 | \$13,604 |
| Full Page (38x7) Incl GST | \$21,377.40 | \$20,308.20 | \$19,240.10 | \$18,170.90 | \$17,101.70 | \$16,032.50 | \$14,964.40 |
| DPSC (38x14) | \$35,000 | \$33,250 | \$31,500 | \$29,750 | \$28,000 | \$26,250 | \$24,500 |
| DPSC (38x14) Incl GST | \$38,500.00 | \$36,575.00 | \$34,650.00 | \$32,725.00 | \$30,800.00 | \$28,875.00 | \$26,950.00 |
| Junior Page (28x5) | \$10,220 | \$9,709 | \$9,198 | \$8,687 | \$8,176 | \$7,665 | \$7,154 |
| Junior Page (28x5) Incl GST | \$11,242 | \$10,679.90 | \$10,117.80 | \$9,555.70 | \$8,993.60 | \$8,431.50 | \$7,869.40 |
| Half Page (20x7) | \$10,220 | \$9,709 | \$9,198 | \$8,687 | \$8,176 | \$7,665 | \$7,154 |
| Half Page (20x7) Incl GST | \$11,242 | \$10,679.90 | \$10,117.80 | \$9,555.70 | \$8,993.60 | \$8,431.50 | \$7,869.40 |
| Third Page (20x4) | \$5,845 | \$5,553 | \$5,260 | \$4,968 | \$4,676 | \$4,384 | \$4,091 |
| Third Page (20x4) Incl GST | \$6,429.50 | \$6,108.30 | \$5,786.00 | \$5,464.80 | \$5,143.60 | \$4,822.40 | \$4,500.10 |
| Quarter Page (20x3) | \$4,384 | \$4,165 | \$3,946 | \$3,726 | \$3,507 | \$3,288 | \$3,069 |
| Quarter Page (20x3) Incl GST | \$4,822.40 | \$4,581.50 | \$4,340.60 | \$4,098.60 | \$3,857.70 | \$3,616.80 | \$3,375.90 |
| Strip Ad (10x7) | \$5,114 | \$4,858 | \$4,603 | \$4,347 | \$4,091 | \$3,835 | \$3,580 |
| Strip Ad (10x7) Incl GST | \$5,625.40 | \$5,343.80 | \$5,063.30 | \$4,781.70 | \$4,500.10 | \$4,218.50 | \$3,938.00 |
| Strip Ad 2 (5x7) | \$2,557 | \$2,429 | \$2,301 | \$2,173 | \$2,046 | \$1,918 | \$1,790 |
| Strip Ad 2 (5x7) Incl GST | \$2,812.70 | \$2,671.90 | \$2,531.10 | \$2,390.30 | \$2,250.60 | \$2,109.80 | \$1,969.00 |
| 10x5 | \$5,200 | \$4,940 | \$4,680 | \$4,420 | \$4,160 | \$3,900 | \$3,640 |
| 10x5 Incl GST | \$5,720.00 | \$5,434.00 | \$5,148.00 | \$4,862.00 | \$4,576.00 | \$4,290.00 | \$4,004.00 |
| 10x4 | \$4,160 | \$3,952 | \$3,744 | \$3,536 | \$3,328 | \$3,120 | \$2,912 |
| 10x4 Incl GST | \$4,576.00 | \$4,347.20 | \$4,118.40 | \$3,889.60 | \$3,660.80 | \$3,432.00 | \$3,203.20 |
| 10x3 | \$3,120 | \$2,964 | \$2,808 | \$2,652 | \$2,496 | \$2,340 | \$2,184 |
| 10x3 Incl GST | \$3,432.00 | \$3,260.40 | \$3,088.80 | \$2,917.20 | \$2,745.60 | \$2,574.00 | \$2,402.40 |
| 10x2 | \$2,080 | \$1,976 | \$1,872 | \$1,768 | \$1,664 | \$1,560 | \$1,456 |
| 10x2 Incl GST | \$2,288.00 | \$2,173.60 | \$2,059.20 | \$1,944.80 | \$1,830.40 | \$1,716.00 | \$1,601.60 |
| Special Retail Module* | \$850 | | | | | | |

| PREMIUM POSITIONS | |
|---|-------------------------|
| Front Page (10cm x 7cols) | \$9,000 |
| Front Page (10cm x 7cols) incl GST | \$9,900 |
| Front Page (8cm x 7cols) | \$8,000 |
| Front Page (8cm x 7cols) incl GST | \$8,800 |
| Front & Back Page Ribbon Wrap (8cm x 15cols) | \$15,000 |
| Front & Back Page Ribbon Wrap (8cm x 15cols) incl GST | \$16,500 |
| LOADING | |
| Page 3, 5 & 7 | 20% |
| Right Hand Page in Front Half | 15% |
| Right Hand Page | 10% |
| Front Half / Sections | 10% |
| STATE SPLITS (RUN OF PAPER) FULL/HALF/JUNIOR PAGES ONLY | |
| NSW/ACT | 50% |
| VIC/TAS | 40% |
| QLD | 40% |
| SA | Subject to availability |
| WA | Subject to availability |

BOOKING & CANCELLATION DEADLINES: 10AM Monday prior to publication.

MATERIAL DEADLINES: 3PM Tuesday prior to publication.

Rates include colour and effective 1 July 2012 - 30 June 2013. Rates are subject to change.

Contact your *Financial Review* sales representative for further details.

*100% cancellation charge applies for State splits.

Rates are for newspaper only.

LIFE & LEISURE TECHNICAL SPECIFICATIONS

LIFE & LEISURE PAGE SPECIFICATIONS

| Size | Type Area |
|-------------------|-------------|
| Full Page | 375 x 260mm |
| 1/2 Horizontal | 200 x 260mm |
| 1/2 Vertical | 375 x 147mm |
| 1/4 Horizontal | 100 x 260mm |
| Junior | 280 x 185mm |
| Module Ad (10x3) | 100 x 110mm |
| Minimum Ad (10x2) | 100 x 72mm |

Bleed to gutter 15mm per pages. Centrespread width 550mm.

Measurements are given in millimetres and are as height x width.

All Live Copy must be kept within this type area; this includes all text, image, keylines and keycodes.

Type Area Only specs on broken space 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 ad space.

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.

BOOKING PROCEDURE

Verbal bookings must be confirmed in writing by the advertiser. If appearance dates or material instructions need to be altered, changes must be advised by phone. Please take the contact name of *The Australian Financial Review* representative and follow through with amended confirmation in writing.

CANCELLATION PROCEDURE

Cancellations must be made verbally and confirmed in writing 4 weeks prior to publication date. Please note the cancellation number quoted by the Financial Review representative and their name. Bookings taken inside cancellation deadline are non-cancellable

ADVERTISING MATERIAL AND SPECIFICATIONS

Please note that Fairfax will only accept material via electronic transmission.

Fairfax operates new advertising quality assurance measures for the *Financial Review* publications. All digital ads need to undergo Quality Assurance testing prior to being accepted for publication. For further information please contact your *Financial Review* representative or refer to website www.fairfax.com.au/specs or contact the Advertising Production Unit: 1300 666 326



LIFE & LEISURE CONTACTS

NSW

National Advertising Manager- Luxury/Auto/Travel

Nerissa Corbett
Tel: 02 9282 2096
E: ncorbett@fairfaxmedia.com.au

NSW Advertising Manager - Luxury/Auto/Travel

Samantha Thomas
Ph: (02) 9282 1553
E: samanthathomas@fairfaxmedia.com.au

Senior Account Manager- Luxury/Auto/Travel

Angela Tesoriero
Tel: 02 9282 1939
E: a.tesoriero@fairfaxmedia.com.au

VIC

Catherine Crothers
Ph: (03) 8667 3352
E: ccrothers@fairfaxmedia.com.au

QLD

Janice Batzloff
Ph: (07) 3835 7531
E: thehub@fairfaxmedia.com.au

SA

Brad Barber
Ph: (08) 8210 1112
E: bbarber@fairfaxmedia.com.au

WA

Liz Molyneux
Ph: (08) 9423 8903
E: lmolyneux@fairfaxmedia.com.au

Andrea de Kauwe

Ph: (08) 9423 8907
E: adekauwe@fairfaxmedia.com.au



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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.

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