

LUXURY MEDIA KIT FY13

www.adcentre.com.au/life--leisure-luxury-magazine.aspx

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

GEARED FOR SUCCESS

Image: *Life & Leisure Luxury* cover, November 2012.

Life & Leisure

LUXURY

FINANCIAL REVIEW LIFE & LEISURE LUXURY MAGAZINE

Life & Leisure LUXURY is a glossy, large-format magazine that appears quarterly in *The Australian Financial Review*. From its May 2007 launch issue, *Luxury* was an instant success with readers and advertisers alike.

Luxury continues to build its following, combining in-depth coverage of the faces and figures behind the global luxury industry with the latest trends and products here and overseas, including: fashion, motoring, grooming, watches, jewellery, design, technology, food & wine, property, architecture and interiors.

REGULAR COLUMNS

- Technology
- Travel
- Jewellery
- Watches
- Property
- Fashion
- Features
- Motoring
- Design
- Luxury Goods
- Architecture



audience

**READERSHIP:
350,000***

Friday or Weekend Financial Review

**CIRCULATION:
146,687****

Monday - Friday +
Weekend Financial Review

*Source: Roy Morgan March 2013
(*Life & Leisure* figure - Fri / Weekend Financial Review)
**Source: ABC March 2013
^ Luxury Reader Survey 2012

LUXURY MAGAZINE AUDIENCE

READER PROFILE^

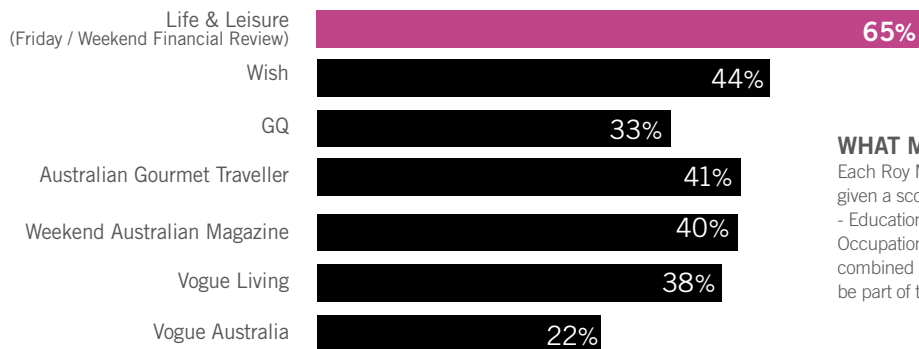
77% of *Luxury* magazine readers are male
23% of *Luxury* magazine readers are female
61% of the pass-on readership are female
\$198k is the avg income of *Luxury* magazine readers
45yrs is the average age
25% of *Luxury* magazine readers spent over \$5,000 on jewellery for someone else over the past 12 months.
58% of *Luxury* magazine readers intend to buy a car in the next 2 years.

FASHION/ACCESSORIES^

\$790 is the average spent on casual attire in the past 4 weeks.
\$990 is the average spend on business attire in the past 4 weeks.
\$300 is the average spent on grooming product over the past 4 weeks
\$2,710 is the average spent on last watch purchase

AB PROFILE *

A higher proportion of *Life & Leisure Luxury* readers are AB's relative to other publications in the competitive set.

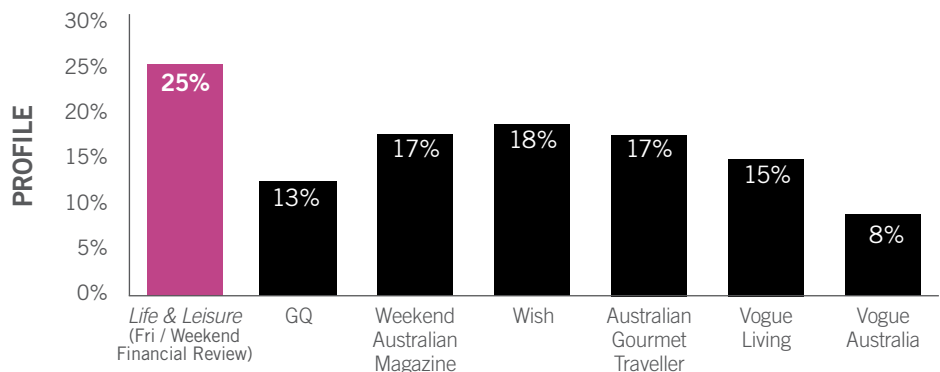


WHAT MAKES AN AB?

Each Roy Morgan respondent is given a score from three categories - Education level; Income level; Occupation. The top 20% of these combined scores are considered to be part of the AB quintile.

PROFILE - C SUITES *

Luxury has a higher proportion of C-Suite readers than other publications.



LUXURY MAGAZINE ADVERTISING RATES & DEADLINES FY13

LUXURY MAGAZINE ADVERTISING RATES							
Frequency	Casual	4x	8x	12x	16x	20x	24x
DISCOUNT	Casual	5%	10%	15%	20%	25%	30%
Full Page	\$19,434	\$18,462	\$17,491	\$16,519	\$15,547	\$14,575	\$13,604
Full Page incl GST	\$21,377.40	\$20,308.20	\$19,240.10	\$18,170.90	\$17,101.70	\$16,032.50	\$14,964.40
DPSC	\$35,000	\$33,250	\$31,500	\$29,750	\$28,000	\$26,250	\$24,500
DPSC 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	\$10,220	\$9,709	\$9,198	\$8,687	\$8,176	\$7,665	\$7,154
Junior Page incl GST	\$11,242	\$10,679.90	\$10,117.80	\$9,555.70	\$8,993.60	\$8,431.50	\$7,869.40
Half Page Vertical or Horizontal	\$10,220	\$9,709	\$9,198	\$8,687	\$8,176	\$7,665	\$7,154
Half Page Vertical or Horizontal incl GST	\$11,242	\$10,679.90	\$10,117.80	\$9,555.70	\$8,993.60	\$8,431.50	\$7,869.40
Third Page Vertical or Horizontal	\$5,845	\$5,553	\$5,260	\$4,968	\$4,676	\$4,384	\$4,091
Third Page Vertical or Horizontal 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 Vertical or Horizontal	\$4,384	\$4,165	\$3,946	\$3,726	\$3,507	\$3,288	\$3,069
Quarter Page Vertical or Horizontal incl GST	\$4,822.40	\$4,581.50	\$4,340.60	\$4,098.60	\$3,857.70	\$3,616.80	\$3,375.90

PREMIUM POSITIONS	LOADS
1st Inside Front Cover	20%
2nd Inside Front Cover	15%
Right Hand Page	10%
Front Half	10%
Right Hand Right Hand Page	15%
Outside Back Cover	10%

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

Navigator

Navigator is a part of the *Life & Leisure* magazine titles *Luxury* and *The Sophisticated Traveller*, offering a flexible option for advertisers aiming to speak to their audience on a regular basis. With strong penetration of the AB-quintile group, the Navigator offers the space for businesses to directly speak to potential customers, and the opportunity to remind current customers of their presence.

LUXURY MAGAZINE MODULE DIRECTORIES*

Frequency	1x	2x	4x	6x	8x
70mm x 58mm	\$1,000	\$800	\$600	\$500	\$400
70mm x 58mm (incl GST)	\$1,100	\$880	\$660	\$550	\$440

*Module Rates include production.

All material is to be delivered to EHA Direct tel: 02 9211 1690. Contact your *Financial Review* sales representative for further details. All *Financial Review* Life & Leisure rates are colour inclusive.

LUXURY MAGAZINE DEADLINES

Edition	On Sale	Booking	Material
March 2013	15 March- 16 March, 2013	10AM, Friday, 15 February 2013	3PM, Friday, 22 February 2013
May 2013	3 May - 4 May, 2013	10AM, Friday, 5 April 2013	3PM, Friday, 12 April 2013
August 2013	2 August - 3 August, 2013	10AM, Friday, 5 July 2013	3PM, Friday, 12 July 2013
November 2013	15 November - 16 November, 2013	10AM, Friday, 18 October 2013	3PM, Friday, 25 October 2013

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

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 *Financial Review* representative and follow through with amended confirmation in writing.

CANCELLATION PROCEDURE: Cancellations must be made verbally and confirmed in writing 6 weeks prior to publication date and 8 weeks prior for premium positions. Please note the cancellation number quoted by the *Financial Review* representative and their name. Bookings taken inside cancellation deadline are non-cancellable

LUXURY MAGAZINE TECHNICAL SPECIFICATIONS

PAGE SPECIFICATIONS

Size	Type Area	Trim Size	Bleed Area
Full Page	294mm x 242mm	330mm x 270mm	340mm x 280mm
1/2 Horizontal	142mm x 242mm		
1/2 Horizontal with bleed	124mm x 242mm	160mm x 270mm	170mm x 280mm
1/2 Vertical	294mm x 119mm		
1/2 Vertical with bleed	294mm x 105mm	330mm x 129mm	340mm x 139mm
1/3 Horizontal	89mm x 242mm		
1/3 Horizontal with bleed	71mm x 242mm	107mm x 270mm	117mm x 280mm
1/3 Vertical	294mm x 78mm		
1/3 Vertical with bleed	294mm x 64mm	330mm x 88mm	340mm x 98mm
Junior	193mm x 160mm		
Junior with bleed	175mm x 146mm	211mm x 170mm	221mm x 180mm
1/4 Page	142mm x 119mm		
1/4 Page with bleed	124mm x 105mm	160mm x 129mm	170mm x 139mm
SPREADS			
Double page spread	294mm x 512mm	330mm x 540mm	340mm x 550mm
1/2 Double page spread	142mm x 512mm		
1/2 Page spread with bleed	124mm x 512mm	160mm x 540mm	170mm x 550mm
1/3 Page Spread	95mm x 512mm		
1/3 Page with bleed	71mm x 512mm	107mm x 540mm	117mm x 550mm
Module ad (10 x 3)	100mm x 110mm		
Minimum ad (10x2)	100mm x 72mm		
Navigator ad	66mm x 58mm		

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.



LUXURY MAGAZINE 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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