

THE SOPHISTICATED TRAVELLER MEDIA KIT FY13

www.adcentre.com.au/life--leisure-sophisticated-traveller.aspx

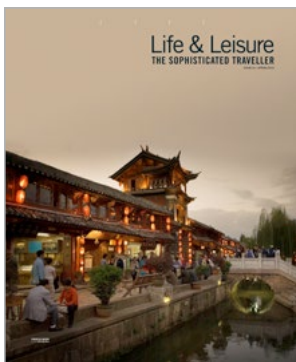
A key component of the **Financial Review Group**

GEARED FOR SUCCESS

Life & Leisure
THE SOPHISTICATED TRAVELLER

Image: *Life & Leisure The Sophisticated Traveller* cover, Summer 2012.

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LIFE & LEISURE THE SOPHISTICATED TRAVELLER MAGAZINE

Life & Leisure The Sophisticated Traveller magazine showcases the finest travel writing and photography, from home, the region and the rest of the world. It is published quarterly and hosted by Australia's most respected daily business newspaper *The Australian Financial Review*.

New York Times magazine editorial content within *The Sophisticated Traveller* allows us to deliver the range and quality of travel editorial that our readers seek, with a global scope.

Sophisticated Traveller provides a high end travel environment to cater to our high net worth audiences' travel interests.

REGULAR COLUMNS

- Seat 1A
- On the Move
- Own It
- Destinations
- Business Traveller
- Room with a View (Property)
- Traveller's Tale
- ...and more



audience

**READERSHIP:
350,000***

Friday or Weekend Financial Review

**CIRCULATION:
146,467****

Monday - Friday +
Weekend Financial Review

*Source: Roy Morgan March 2013

**Source: ABC March 2013

^ The Sophisticated Traveller Reader Survey 2009

THE SOPHISTICATED TRAVELLER AUDIENCE

READER PROFILE ^

70% of *The Sophisticated Traveller* readers are male

30% of *The Sophisticated Traveller* readers are female

80% of the pass-on readership are female

\$219k is the average income of *The Sophisticated Traveller* readers

47yrs is the average age

27% of *The Sophisticated Traveller* readers spent over \$2,000 on their last watch purchase

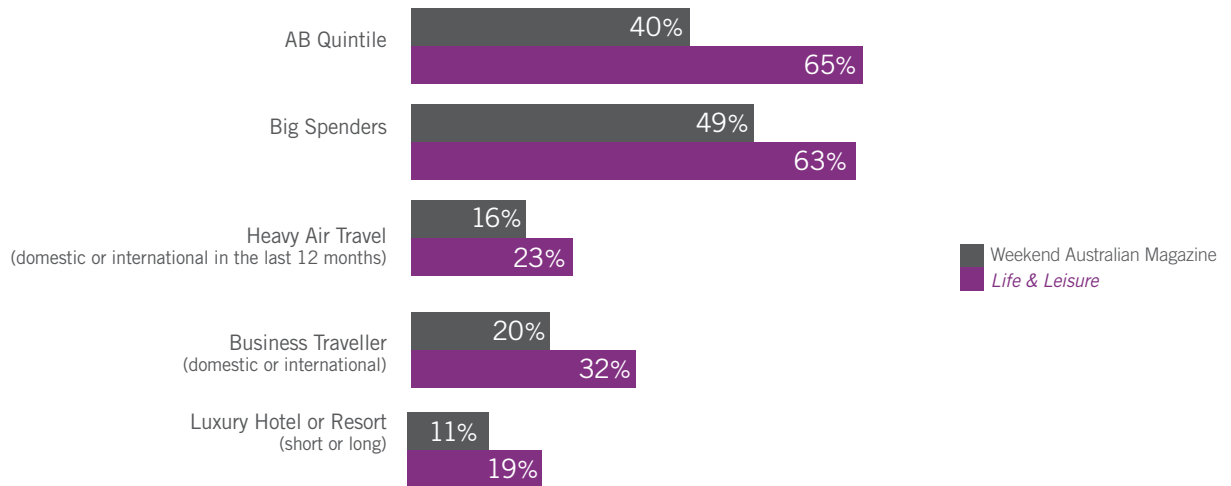
FASHION/ACCESSORIES ^

\$777 is the average spent on clothing over the past 4 weeks

\$129 is the average spent on grooming products over the past 4 weeks

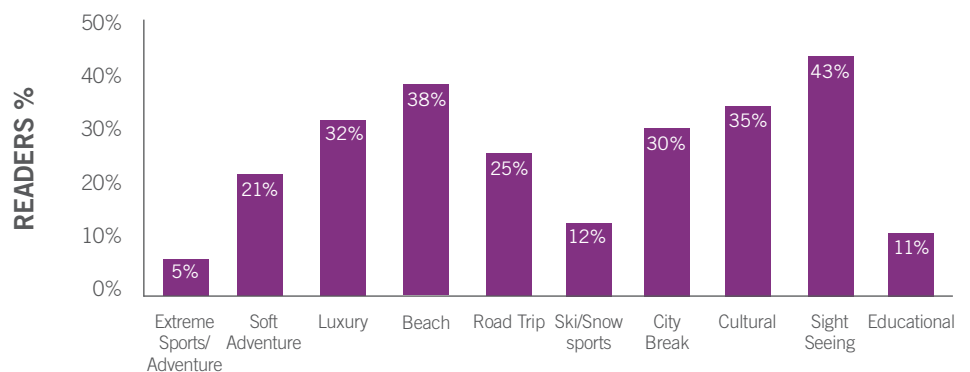
\$2,200 is the average spent on last watch purchase

TRAVEL*



WHAT TYPE OF TRIP DO YOU TAKE MOST OFTEN?^

Readers of *The Sophisticated Traveller* take a wide variety of trip types.



THE SOPHISTICATED TRAVELLER ADVERTISING RATES & DEADLINES FY13

THE SOPHISTICATED TRAVELLER 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

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

*Junior page availability is limited. Please check with representative before booking.

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.

THE SOPHISTICATED TRAVELLER 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.

THE SOPHISTICATED TRAVELLER DEADLINES

Edition	On Sale	Booking	Material
Autumn 2013	1 March - 2 March, 2013	10AM, Friday, 1 February 2013	3PM, Friday, 8 February 2013
Winter 2013	21 June - 22 June, 2013	10AM, Friday, 17 May 2013	3PM, Friday, 24 May 2013
Spring 2013	6 September - 7 September, 2013	10AM, Friday, 2 August 2013	3PM, Friday, 9 August 2013
Summer 2013	1 November - 2 November, 2013	10AM, Friday, 27 September 2013	3PM, Friday, 4 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

specs

THE SOPHISTICATED TRAVEL 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.



THE SOPHISTICATED TRAVELLER SALES CONTACTS

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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.

