



DIRECT MARKETING

MEDIA KIT FY13

www.afradcentre.fairfax.com.au

FINANCIAL REVIEW
THE DAILY HABIT OF SUCCESSFUL PEOPLE.

FINANCIAL REVIEW PRESS INSERTS

Press inserts are one of the most cost effective lead generating mediums. Press inserts are a great way to increase brand awareness, launch new products or enhance sales initiatives. Inserts enable you to achieve a direct response from your target audience. Press inserts have longevity – up to 8 weeks.

The Australian Financial Review offers a wide range of advertising solutions through the use of inserts. You can target our audience with a single sheet flier or up to a 64 page catalogue. You can target our audience through specific geographical distributions such as city metro, state only or up to a full national run.

Make your product stand out from the competition by placing an insert on the same day as one of our weekly sections to coincide with your industry. You can even target a special report or *Life & Leisure* feature to gain a more relevant audience.

Financial Review offers three exciting creative options: Adhesive Advertising Note, Bellyband and Advertising Pocket. *Financial Review* creative options provide high visibility and immediate impact like no other advertising vehicle. People intuitively react to our creative options which compels the audience to read the advertisement. All our creative options can be printed on both the front and reverse to combine branding with direct marketing.

ADVERTISER BENEFITS

The Australian Financial Review delivers wealthy individuals with the power to influence.

Financial Review readers are astute business decision makers who are open to new products and services that deliver viable solutions.

Financial Review connects with those who are searching for intellectual capital and those who are on the move professionally.

READERSHIP & CIRCULATION			
	Monday - Friday	Weekend	<i>Life & Leisure</i> (Friday & Weekend)
Audience	234,000	145,000	373,000*
Circulation	66,709	78,978	145,687^

Source: Readership - Roy Morgan Research December 2012 * Fri or Sat Readership
^ Circulation - Audit Bureau of Circulation December 2012 (Figure sum of Mon-Fri & Weekend circulation figures)

READER PROFILE			
	National Population	<i>The Australian Financial Review</i>	<i>Weekend Financial Review</i>
Men	49%	73%	70%
Women	51%	27%	30%
Average Age	45	46	51
AB Quintile	20%	72%	55%
Personal Income \$70k+	20%	66%	52%
Personal Income \$100k+	9%	48%	36%
Average Personal Income	\$43,530	\$119,830	\$99,160
Average Household Income	\$93,040	\$183,780	\$163,750
Savings & Investments \$100k+	24%	51%	56%
Professional/Manager	16%	68%	46%
Light or No Commercial TV (<2 hrs /day)	47%	64%	64%
Light or No Commercial Radio (<1 hr /day)	55%	64%	65%

Source: Roy Morgan Research December 2012

EVERY WEEKDAY

Need To Know | Early General News | World | Companies and Markets (incl Financial Services) | Market Wrap | Companies | Rear Window | Property | Chanticleer

MONDAY

- Companies and Markets
- World
- Education
- Marketing & Media
- Property – Rural
- Sports Review
- Notices

TUESDAY

- Companies and Markets
- Enterprise
- World
- Information (lift-out)
- Property – Tourism/Commercial/Industrial
- Notices

WEDNESDAY

- Companies and Markets
- World
- Portfolio
- Managed Funds
- Accounting
- Men's Health
- Property – Tourism/Commercial/Industrial
- Special Reports
- Workspace
- Notices

THURSDAY

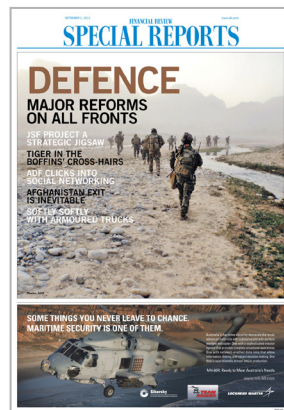
- Salesroom
- Companies and Markets
- World
- Government Business
- Property – Tourism/Commercial/Industrial
- Special Reports
- Notices

FRIDAY

- Companies and Markets
- Review
- World
- Executive Recruitment
- Legal Affairs
- Property
- *Life & Leisure or Sophisticated Traveller* (quarterly) or *Life & Leisure Luxury* (quarterly)
- Notices

WEEKEND

- Persepective
- Smart Money
- Companies and Markets
- Enterprise
- World
- Property
- *Life & Leisure or Sophisticated Traveller* (quarterly) or *Life & Leisure Luxury* (quarterly)
- Weekend Fin
- Notices



FINANCIAL REVIEW INSERTS RATES, SIZES & QUANTITIES

PRODUCTION DAY	DISTRIBUTION	QUANTITY	INSERT COST	INCL GST	PRINT/INSERT COST	INCL GST
MON-THURS	NATIONAL	94,000	\$18,800.00	\$20,680.00	\$28,012.00	\$30,813.20
SATURDAY	NATIONAL	99,500	\$19,900.00	\$21,890.00	\$29,651.00	\$32,616.10
MON-THURS	NSW INC CANBERRA	40,250	\$8,050.00	\$8,855.00	\$12,034.75	\$13,238.23
SATURDAY	NSW INC CANBERRA	36,550	\$7,310.00	\$8,041.00	\$10,928.45	\$12,021.30
MON-THURS	SYD METRO	32,150	\$6,430.00	\$7,073.00	\$9,612.85	\$10,574.14
SATURDAY	SYD METRO	26,250	\$5,250.00	\$5,775.00	\$7,848.75	\$8,633.63
MON-THURS	VIC	26,250	\$5,250.00	\$5,775.00	\$7,848.75	\$8,633.63
SATURDAY	VIC	28,350	\$5,670.00	\$6,237.00	\$8,476.65	\$9,324.32
MON-THURS	MELB- METRO	22,500	\$4,500.00	\$4,950.00	\$6,727.50	\$7,400.25
SATURDAY	MELB- METRO	20,400	\$4,080.00	\$4,488.00	\$6,099.60	\$6,709.56
MON-THURS	MELB CBD ZONE 1	9,900	\$1,980.00	\$2,178.00	\$3,762.00	\$4,138.20
MON-THURS	QLD (ORMISTON)	14,000	\$2,800.00	\$3,080.00	\$5,180.00	\$5,698.00
SATURDAY	QLD (ORMISTON)	18,500	\$3,700.00	\$4,070.00	\$5,531.50	\$6,084.65
MON-THURS	BRISBANE METRO	8,800	\$1,760.00	\$1,936.00	\$3,344.00	\$3,678.40
SATURDAY	BRISBANE METRO	8,600	\$1,720.00	\$1,892.00	\$3,268.00	\$3,594.80
MON-THURS	BRISBANE CBD	4,700	\$940.00	\$1,034.00	\$1,974.00	\$2,171.40
MON-THURS	WA	8,200	\$1,640.00	\$1,804.00	\$3,116.00	\$3,427.60
SATURDAY	WA	9,000	\$1,800.00	\$1,980.00	\$3,420.00	\$3,762.00
MON-THURS	SA	4,100	\$820.00	\$902.00	\$1,763.00	\$1,939.30
SATURDAY	SA	5,300	\$1,060.00	\$1,166.00	\$2,279.00	\$2,506.90
MON-THURS	TAS	1,200	\$480.00	\$528.00	\$1,020.00	\$1,122.00
SATURDAY	TAS	1,800	\$720.00	\$792.00	\$1,440.00	\$1,584.00

SINGLE SHEET	MINIMUM	MAXIMUM
	135GSM	170GSM
MULTIPLE SHEET	MINIMUM	MAXIMUM
4-6 Pages	100GSM	150GSM
8-10 Pages	80GSM	120GSM
12-16 Pages	80GSM	120GSM
18-24 Pages	80GSM	100GSM
26 Pages+	Contact Inserts Dept.	

SIZE	DEPTH & WIDTH
NATIONAL RUN	
Minimum	200mm x 180mm
Maximum	375mm x 260mm

Rates for 26 pg+ and "Out of Specification" inserts, quoted on request.

INSERTING ONLY

Media cost for inserting a commercial insert/catalogue. Discounts apply for regular print advertisers.

PRINTING & INSERTING

Cost based on printing, delivery and media insertion of a single sheet A4 150gsm gloss art flyer, printed front & back. Does not include creative production. Other page size printing and run on quotes available on request.

DEADLINES

Inserting Only

Booking & Cancellation: 2 weeks prior to publication date

Delivery: 1 week prior to publication date

Printing & Inserting

Booking, Material & Cancellation: 3 weeks prior to publication date

All bookings are subject to the Fairfax Media Advertising Terms & Conditions.

100% cost charge will apply when inserts fail to arrive in time for publication, material and proof deadline not met, if cancelled after the specified deadline, or if inserts are cancelled due to any deviation from these specifications.

All inserts subject to Editorial approval.

* Print costs are subject to change.

For creative options bookings and information, please contact

David Higgins

P: +61 2 9282 1984 E: david.higgins@fairfaxmedia.com.au

FINANCIAL REVIEW INSERTS TECHNICAL SPECIFICATIONS*

PAPER STOCK

Products printed on high gloss stock must be approved by the inserts department prior to inserting. Any product with a varnish, film or glaze will need to be tested by our inserting department prior to inserting. Avoid any changes of stock part way through the print run as the handling characteristics will change and may result in high insert wastage. Please ensure stock used in product is consistent throughout run. Any change in stock could incur wastage and non insertion. A slow down rate could be incurred.

UNUSUAL INSERTS

Any insert of an unusual nature including cards, envelopes, perforations, die cuts, irregular shapes, 3-D/pop ups and adhesives, will require testing prior to inserting. A minimum of 100 sample inserts are required for testing purposes. The Inserts Department must be informed of all deviations from The Australian Financial Review's insert specifications, for any insert inquiry/proposal.

THIRD PARTY ADVERTISING

Fairfax will not, under any circumstances, accept third-party advertising (also known as "space farming") in any advertisement, including inserts, tip-ons, or other forms of separate publications inserted into or attached for distribution into the publication.

PACKING AND DELIVERY

Please contact the Fairfax Inserts Department for packing and delivery specifications.

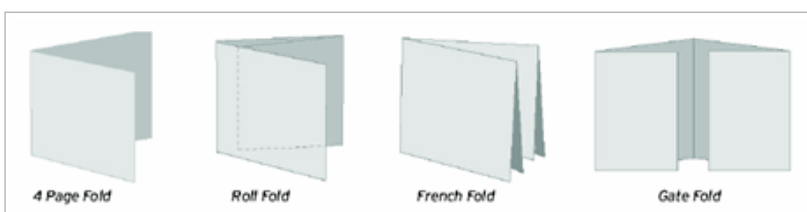
IMPORTANT

- Please note that the placement/position of the insert, within the publication, is at the Publishing Operations Manager's discretion.
- The orientation of the insert cannot be guaranteed. (i.e. Inserts may appear upside-down or back to front).
- Multiple sheet inserts must have the spine as the longest edge.
- Perfect bound inserts are NOT acceptable under any circumstances.
- The longest edge will lie against the spine of the newspaper (i.e. NO landscape formatted inserts).
- Inserts must not have the same visual layout on the front or back covers (i.e. No mirror images).
- Loose sheets are not permitted within a multiple page insert.
- Inserts less than 24pp must be spine glued not stapled.
- Inserts which do not comply with the initial booking details when received, may be subject to revaluation of acceptance.
- Clients, agencies and printers must ensure that all of their inserts are identical in terms of technical specifications, for a particular publication on any given date.
- Inserts with different specifications will be treated as separate products. However, it is not possible to distribute each type of product to a different selected distribution area (i.e. Only one type of select run is possible on any given day, per state).
- Inserts which are identical in terms of dimensions, with differing creative designs and/or key numbers, for the same client, must be inserted randomly (i.e. They will be regarded as one insert). Fairfax Printers cannot control the placement of inserts with different key numbers in the same publication.

*Specifications apply to all markets except Tasmania.

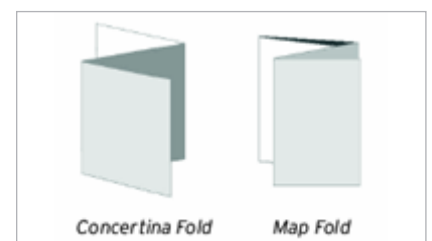
FOLD SPECIFICATIONS

There are four types of recommended folds for inserts. These are 4 Page fold, Roll fold, French fold and Gate fold. In the examples of the Roll fold and the Gate fold, the turned back folds are to the inside and within 20mm from the spine.



UNACCEPTABLE FOLDS

Any inserts that has the opposing sides open. This style of insert cannot be done.



FINANCIAL REVIEW ADHESIVE NOTES

Adhesive Advertising Notes appear on Page 1 of *The Australian Financial Review*. They provide high visibility and immediate impact like no other advertising vehicle. People intuitively react to Ad Notes. Customers can remember your message, they can pull your Ad Note off the page and stick it to their computer, diary, telephone, notice board or even their wallet.



Specifications

- Stock: White or Yellow
- Size: 73mm x 72mm
- Print: Up to 6 colours
- Complete state runs only
- AdNotes are subject to editorial approval

Cost includes media, stock and printing of up to 6 colours on note face. Alternatively, up to 5 colours on the face and 1 on the reverse.

ADHESIVE NOTE - RATES				
Production Day	Distribution	Quantity	AdNote Cost	Cost + GST
MON-THURS	NATIONAL	92,800	\$26,912.00	\$29,603.20
SATURDAY	NATIONAL	97,700	\$28,333.00	\$31,166.30
MON-THURS	NSW INC CANBERRA	40,250	\$17,307.50	\$19,038.25
SATURDAY	NSW INC CANBERRA	36,550	\$15,716.50	\$17,288.15
MON -THURS	VIC	26,250	\$12,600.00	\$13,860.00
SATURDAY	VIC	28,350	\$13,608.00	\$14,968.80
MON-THURS	QLD (ORMISTON)	14,000	\$9,800.00	\$10,780.00
SATURDAY	QLD (ORMISTON)	18,500	\$12,950.00	\$14,245.00
MON-THURS	WA	8,200	\$7,544.00	\$8,298.40
SATURDAY	WA	9,000	\$8,280.00	\$9,108.00
MON-THURS	SA	4,100	\$5,535.00	\$6,088.50
SATURDAY	SA	5,300	\$7,155.00	\$7,870.50

Rates effective until 30 June 2013.

DEADLINES - Booking & Cancellation: Minimum of six (6) weeks prior to publication date. Discount apply to regular *Financial Review* advertisers and combines CBD runs. For creative options bookings and information, please contact

David Higgins P: +61 2 9282 1984 E: david.higgins@fairfaxmedia.com.au

creative options

FINANCIAL REVIEW BELLYBANDS

The Australian Financial Review Bellybands are an eye catching creative that wraps a complete edition of the *Financial Review* newspaper. Bellybands compel the audience to read the advertisement before opening their newspaper. The Bellyband enables the advertiser's message to be clearly communicated and absorbed by the reader. Bellybands can be printed on both the front, back and reverse to combine branding and direct marketing.



Specifications

Stock 250gsm A2 Gloss Artboard
 Size 70 x 657mm
 Print Full cover (both side optional)

CBD Monday, Tuesday and Thursday runs only
 Bellybands are subject to editorial approval

Cost includes media, stock and printing, delivery and newsagent production fees.

BELLYBAND - RATES

Production Day	Distribution	Quantity	Bellyband Cost	Cost + GST
MON-TUE, THUR	National CBDs	30,300	\$82,113.00	\$90,324.30
MON-TUE, THUR	Sydney CBD	11,600	\$40,600.00	\$44,660.00
MON-TUE, THUR	Melbourne CBD zone 1	9,900	\$34,650.00	\$38,115.00
MON-TUE, THUR	Brisbane CBD	4,700	\$25,850.00	\$28,435.00
MON-TUE, THUR	Perth CBD	2,500	\$14,250.00	\$15,675.00
MON-TUE, THUR	Adelaide CBD	1,600	\$9,280.00	\$10,208.00

Rates effective until 30 June 2013.

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For creative options bookings and information, please contact

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FINANCIAL REVIEW ADVERTISING POCKET

The Australian Financial Review Advertising Pockets are an exciting new creative initiative. The *Financial Review* newspaper sits inside the pocket in a cradle like manner. An Advertising Pocket is a creative execution that would suit any advertising sector and is suitable for branding or direct marketing.



Specifications

Stock 250gsm A2 Gloss Artboard
Flat Size 560 x 350mm
Finished Size 450 x 320mm

Print Full cover front & black
CBD Monday to Thursday runs only
Advertising Pockets are subject to editorial approval

Cost includes media, stock and printing, delivery and newsagent production fees.

ADVERTISING POCKET - RATES

Production Day	Distribution	Quantity	Pocket Cost	Cost + GST
MON-THURS	NATIONAL CBDS	30,300	\$107,262.00	\$117,988.20
MON-THURS	SYD CBD	11,600	\$58,000.00	\$63,800.00
MON-THURS	MELB CBD ZONE 1	9,900	\$49,500.00	\$54,450.00
MON-THURS	BRISBANE CBD	4,700	\$32,900.00	\$36,190.00
MON-THURS	PERTH CBD	2,500	\$17,500.00	\$19,250.00
MON-THURS	ADELAIDE CBD	1,600	\$11,200.00	\$12,320.00

Rates effective until 30 June 2013.

DEADLINES - Booking & Cancellation: Minimum of six (6) weeks prior to publication date. Discount apply to regular *Financial Review* advertisers and combine CBD runs. For creative options bookings and information, please contact

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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.

