

FINANCIAL REVIEW & WEEKEND FINANCIAL REVIEW ADVERTISING RATES FY13

MONDAY - FRIDAY FINANCIAL REVIEW

ANNUAL COMMITMENT (\$)	CASUAL	\$75K	\$150K	\$300K	\$500K	\$750K	\$1MIL+
<i>Per Column Centimetre Rates</i>							
RUN OF PAPER (M-F)							
Run of paper rate	\$68.70	\$64.57	\$62.52	\$60.45	\$58.39	\$56.33	\$54.27
Run of paper rate (incl GST)	\$75.57	\$71.03	\$68.77	\$66.50	\$64.23	\$61.96	\$59.70
FRIDAY RECRUITMENT							
Friday Recruitment	\$112.86	\$109.47	\$106.08	\$102.76	\$99.32	\$95.93	\$92.55
Friday Recruitment (incl GST)	\$124.15	\$120.42	\$116.69	\$113.04	\$109.25	\$105.52	\$101.81
Recruitment Buyover: Friday & Weekend	\$142.86	\$139.47	\$136.08	\$132.76	\$129.32	\$125.93	\$122.55
Recruitment Buyover: Friday & Weekend (incl GST)	\$157.15	\$153.42	\$149.69	\$146.04	\$142.25	\$138.52	\$134.81

WEEKEND FINANCIAL REVIEW

ANNUAL COMMITMENT (\$)	CASUAL	\$75K	\$150K	\$300K	\$500K	\$750K	\$1MIL+
Run of paper rate	\$50.13	\$47.12	\$44.12	\$41.10	\$38.10	\$35.09	\$32.08
Run of paper rate (incl GST)	\$55.14	\$51.83	\$48.53	\$45.21	\$41.91	\$38.60	\$35.29

Discount is calculated by projected advertising spend in the *Financial Review* over a 12 month period. \$pcc= Dollars per column centimetre.

POSITION + COLOUR

PREFERRED POSITIONS	MONDAY - FRIDAY*	WEEKEND	COLOUR OPTIONS
Early General News (prior 21)	65%	40%	NATIONAL COLOUR 40% RECRUITMENT COLOUR 30%
Early General News Right Hand Page	80%	60%	
Right Hand Page	30%	30%	
Facing/Consecutive Pages	40%	20%	
Sections: Companies & Markets, Smart Money, Enterprise, Legal Affairs	40%	20%	
All Other Sections (incl Property)	30%	20%	
Special Reports (incl colour)	45%	45%	

*Excludes Recruitment advertising

PREMIUM POSITIONS (INCL COLOUR)	MONDAY - FRIDAY	INCL GST	WEEKEND	INCL GST
Front Page (5x7 Mon - Fri) (7x7 Weekend)	\$16,848	\$18,532.80	\$8,000	\$8,800.00
Front/Back Page Panorama (5x15)	\$21,223	\$23,345.30		
Outside Back Page (8x7)	\$7,000	\$7,700.00	\$5,000	\$5,500.00
Ear Space (1.5x4cms) sold only with strip ad	\$600	\$660.00	\$500	\$550.00
Watermark: Share Tables	\$4,000	\$4,400.00	\$2,000	\$2,200.00

BOOKING & CANCELLATION DEADLINES: 10AM two business days prior to publication.

MATERIAL DEADLINES: 3PM one business day prior to publication.

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

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

Rates are for newspaper only. (Life & Leisure separate ratecard).

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
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.

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

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FINANCIAL REVIEW CREATIVE OPTIONS

Adhesive Notes | Advertising Pocket | Bellyband



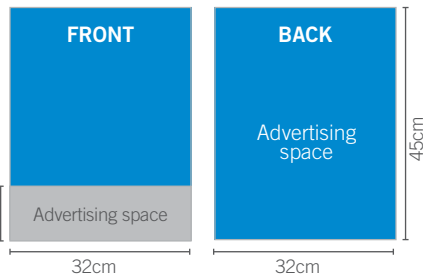
Specifications

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



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

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



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

Specifications

Stock 250gsm A2 Gloss Artboard
 Size 70 x 57mm
 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.

Rates effective until 30 June 2012. 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 David Higgins P: +61 2 9282 1984