



FINANCIAL REVIEW

MEDIA KIT FY13

GEARED FOR SUCCESS

FINANCIAL REVIEW
THE DAILY HABIT OF SUCCESSFUL PEOPLE.

contents



- Overview
- Audience
- Sections
- Signatures
- Special Reports
- Rates
- Inserts
- Creative Options
- Digital and Events
- Contacts
- Financial Review Group

overview

THE AUSTRALIAN FINANCIAL REVIEW

The essential daily business intelligence partner for leading business professionals and personal investors keeping them constantly engaged via the complementary newspaper, digital and event channels.

The newspaper gives readers the daily big picture, and the ability to browse the broader news and analysis. People read the sections and subjects that matter most to them. The website gives users the ability to be constantly informed and dig more deeply into the subjects of particular and immediate interest. *Financial Review's* conference and event program addresses a wide range of professional development and business networking needs across key topics, industry sectors and professions. Our premier events are in many cases the leading national events on these subjects.

Collectively, through the knowledge and experience of Australia's largest dedicated business newsroom we help people join the dots and be more confident about their views and decisions they need to make.

That's why the *Financial Review* is the Daily Habit of Successful People.

WEEKEND FINANCIAL REVIEW

A newspaper that reads like a magazine for readers who love the cut and thrust of business, the excitement and drama of finance and being across the latest in DIY Super and investing. It's editorial style is deeper and more discursive than the Monday to Friday issue. It has a more thought provoking take on the big issues.

The newly redesigned *Weekend Financial Review* has three distinct sections to give a very different reading experience with news upfront, a lift out Smart Money section also including *Life & Leisure*, and at the back greater in-depth articles, analysis and commentary.



READERSHIP & CIRCULATION

	Monday - Friday	Weekend	<i>Life & Leisure</i> (Friday & Weekend)
Audience	227,000	135,000	350,000*
Circulation	64,861	81,606	146,467^

Source: Readership - * Roy Morgan Research March 2013 (Fri or Sat Readership)

^ Circulation - Audit Bureau of Circulation March 2013 (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%	68%
Women	51%	27%	32%
Average Age	45	46	52
AB Quintile	20%	71%	55%
Personal Income \$70k+	20%	67%	53%
Personal Income \$100k+	9%	48%	35%
Average Personal Income	\$43,610	\$118,140	\$98,360
Average Household Income	\$93,380	\$179,240	\$164,120
Savings & Investments \$100k+	25%	53%	56%
Professional/Manager	16%	68%	48%
Light or No Commercial TV (<2 hrs /day)	47%	64%	60%
Light or No Commercial Radio (<1 hr /day)	55%	61%	64%

Source: Roy Morgan Research March 2013

BUSINESS EXECUTIVE READERSHIP

The **Business Elite Australia Survey** is the comprehensive look at the media habits, consumption and decision making of senior business executives in Australia.

KEY FINDINGS FROM 2012 AUSTRALIA'S BUSINESS READERSHIP SURVEY

- *Financial Review* was rated the No. 1 most important publication for business executives jobs*
- It is also the highest reaching publication for senior business executives. 43% of all business executives read the *Financial Review* Mon - Fri (The Australian Mon - Fri 26%)
- 53% of C-Suite executives read the *Financial Review* Mon - Sat (The Australian Mon - Sat 36%)

Business executives who read the *Financial Review* Mon-Sat are:

SENIOR 49% are C-Suite Executives (Chairman/CEO, CFO or COO)

POWERFUL Responsible for \$3.7M in business decisions p.a.

WEALTHY Earn on average \$258k p.a, Net wealth \$2.22M

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.

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



THE AUSTRALIAN FINANCIAL REVIEW SIGNATURES EDITIONS

BEST PERFORMERS - DATE TO BE CONFIRMED

Financial Review Best Performers Wrap is a definitive guide to Australia's top listed companies. It features in-depth reports on companies with potential to deliver for investors, whether they are established blue-chip organisations or emerging stars.

PROFITS WRAP - MARCH & SEPTEMBER

Financial Review's bi-annual Profits Wrap provides Australia's most comprehensive coverage of the corporate profit season. Full tables of interim profit reports from 400-plus companies accompany reportage and commentary on each profit reporting season with full industry coverage – mining, property, financial services, small companies and microcaps.

BUDGET WRAP - MAY

Financial Review Budget Wrap is published on the second Wednesday in May, immediately following the release of the Federal Budget. The Budget Wrap edition always experiences a strong spike in circulation and is one of the biggest selling editions of the year. *Financial Review's* coverage of the Federal Budget provides in-depth reporting, comment and analysis on every aspect, from broad economic factors to the impact on different industry sectors.

SMART TAX WRAP - MAY

Financial Review Smart Tax Wrap is a practical guide for readers to reduce their tax bill through effectively managing their investments. It provides clear, no-nonsense advice for personal investors and small business owners.

END OF FINANCIAL YEAR WRAP - JULY

This in-depth year-in-review wrap examines the performance of Australian and International Markets, considering not only the numbers but also the key drivers behind them. *Financial Review* End of Financial Year Wrap is an insightful overview of the essential market and economic elements over the past financial year.

ECONOMIC OUTLOOK - AUGUST

Financial Review Economic Outlook provides a comprehensive guide to what lies ahead for the economy in the new Financial Year. With up-to-the-minute information and sophisticated analysis, it will cover all aspects of the Australian and global economies.

EXECUTIVE SALARIES - NOVEMBER

Financial Review Executive Salaries Wrap is a detailed analysis of the pay packets of Australia's top 300 executives. The Wrap contains a full breakdown of CEO and executive chairman salaries, including base salaries, incentives and shareholdings, as well as those of other senior company executives



SPECIAL REPORT FEATURES BY DATES 2013

DATE		REPORT		DATE		REPORT	
JANUARY				JULY			
Jan-11	FRI	ROP LIFT-OUT	Australian Open Tennis	Jul-01	MON	WRAP	EOFY Wrap
FEBRUARY				AUGUST			
Feb-14	THUR	ROP LIFT-OUT	Small Business Cash Flow	Jul-05	FRI	ROP LIFT-OUT	Partner Announcements
Feb-19	TUE	ROP LIFT-OUT	IT Future Planning	Jul-31	WED	ROP LIFT-OUT	Forex
Feb-20	WED	ROP LIFT-OUT	Business Event Week	AUGUST			
Feb-27	WED	ROP LIFT-OUT	Online Trading	Aug-01	THUR	ROP LIFT-OUT	City Space
Feb-28	THUR	ROP LIFT-OUT	Resources	Aug-14	WED	ROP LIFT-OUT	Small Business Cash Flow
MARCH				Aug-21	WED	ROP LIFT-OUT	CFDs & ETFs
Mar-01	FRI	ROP LIFT-OUT	Best Lawyers	Aug-28	WED	ROP LIFT-OUT	Resources: Africa Down Under
Mar-06	WED	ROP LIFT-OUT	Business Travel	SEPTEMBER			
Mar-07	THUR	ROP LIFT-OUT	Defence	Sep-03	TUE	ROP LIFT-OUT	Mobility
Mar-13	WED	ROP LIFT-OUT	SMSF	Sep-05	THUR	ROP LIFT-OUT	Defence
Mar-20	WED	ROP LIFT-OUT	Export & Trade	Sep-11	WED	ROP LIFT-OUT	Private Banking
Mar-21	THUR	ROP LIFT-OUT	Fleet Management	Sep-17	TUE	ROP LIFT-OUT	Energy & Infrastructure
Mar-26	TUE	ROP LIFT-OUT	Mobility	Sep-25	WED	ROP LIFT-OUT	Online Trading
APRIL				OCTOBER			
Apr-24	WED	ROP LIFT-OUT	GE Inflection Point	Oct-03	THUR	ROP LIFT-OUT	Fleet Management
MAY				Oct-10	THUR	ROP LIFT-OUT	CSG
May-01	WED	ROP LIFT-OUT	Forex	Oct-16	WED	ROP LIFT-OUT	Leveraged Investing
May-14	TUE	ROP LIFT-OUT	Vivid	Oct-17	THUR	ROP LIFT-OUT	Business Travel
May-15	WED	WRAP	Budget Wrap	Oct-22	TUE	ROP LIFT-OUT	Cloud
May-22	WED	ROP LIFT-OUT	Leveraged Investing	Oct-23	TUE	ROP LIFT-OUT	SMSF
May-27	MON	ROP LIFT-OUT	Australia's Energy Future	Oct-30	WED	ROP LIFT-OUT	Forex
May-29	WED	ROP LIFT-OUT	CFDs & ETFs	NOVEMBER			
JUNE				Nov-07	THUR	ROP LIFT-OUT	Retail Report
Jun-04	TUE	ROP LIFT-OUT	Cloud & Big Data	Nov-11	MON	ROP LIFT-OUT	ARC
Jun-05	WED	ROP LIFT-OUT	FFYA	Nov-15	FRI	ROP LIFT-OUT	Devices
Jun-06	THUR	ROP LIFT-OUT	Fleet Management	Nov-21	THUR	ROP LIFT-OUT	Defence
Jun-12	WED	ROP LIFT-OUT	Private Wealth	Nov-27	WED	ROP LIFT-OUT	Online Trading
Jun-13	THUR	ROP LIFT-OUT	Asia Trade & Finance	DECEMBER			
Jun-14	WED	ROP LIFT-OUT	Lions Tour	Dec-13	FRI	ROP LIFT-OUT	Partner Announcement
Jun-15	SAT	ROP LIFT-OUT	Road to 2100	Dec-20	FRI	ROP LIFT-OUT	Sydney to Hobart
Jun-19	WED	ROP LIFT-OUT	Smart Tax				
Jun-20	THUR	ROP LIFT-OUT	Defence				
Jun-25	TUE	ROP LIFT-OUT	Philanthropy				
Jun-26	WED	ROP LIFT-OUT	Online Trading				
Jun-28	FRI	ROP LIFT-OUT	Partner Announcements				

NSW Contacts

Robert Cheng
T: 02 9282 2152

James Bannerman
02 9282 2703

Special Report Editor

Jason Clout

QLD Contact

Val Trifunov
T: 07 3308 1136

SA Contact

Brad Barber
T: 08 8210 1122

Resources Special Report Editor

Perry Williams

WA Contact

Andrea de Kauwe
T: 08 9423 8907

VIC Contact

Beth Cesarin
T: 03 8667 3867

Technology Special Report Editor

Paul Smith

BOOKING DEADLINES: 10AM, 10 Business Days Prior to Publishing Date.

MATERIAL DEADLINES: 12PM, 2 Business Days Prior to Publishing Date.

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

P: +61 2 9282 1984

FINANCIAL REVIEW CREATIVE OPTIONS

Adhesive Notes | Advertising Pocket | Bellyband



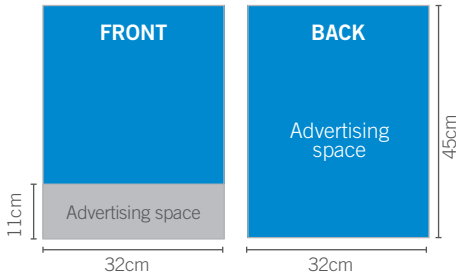
Specifications

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

FINANCIAL REVIEW GROUP DIGITAL

Financial Review Group Digital is a unique business and investment environment that delivers advertisers a highly coveted, hard to reach, and valuable audience.



Financial Review Group Digital maintains the unparalleled brand integrity of the newspaper and magazines from which they extend from, but delivers so much more in terms of content, insight and customisation.

The result is a truly complementary product that uses the extensive journalistic breadth and unrivalled analytical depth of the Financial Review Group's award-winning team.



FINANCIAL REVIEW EVENTS

The *Financial Review* conferences and events are a testament to the *Financial Review's* commitment to be more than just the leading business publisher in Australia. *Financial Review* conferences and events provide attendees with professional, factual learning and invaluable insights from national and global experts on relevant government, industry and business issues as well as a forum to network with peers.

Financial Review conferences and events use the strength and reach of the Financial Review Group stable of publications and websites to deliver unprecedented exposure to extremely difficult-to-reach demographics from top-level C-suite through to aspiring small-medium businesses. The Financial Review Group can now deliver a complete cross platform campaign, tailored to each client's specific needs across print, online & face-to-face.



CONFERENCES

- DIY Super
- Commercial Property
- Energy
- Legal
- Infrastructure
- Mining Investment
- Higher Education
- Health
- CFO

EVENTS

- Marketing Directors Outlook Breakfast
- Chanticleer Luncheon
- Corporate Women High Tea
- Economic Outlook Luncheon (By State)
- Industry Luncheon (Arranged according to topical demand)

INTERNATIONAL

LONDON

Brett Warren
Warren International Media
Suite 12, Rossknoll House
Orion Park, Northfield Avenue
LONDON W13 9SJ
T: +44 (0) 20 7099 7992
F: +44 (0) 870 4953 440

EUROPE

Robert Logan
Robert Logan & Associates
Suite 12, Rossknoll House
Orion Park, Northfield Avenue
LONDON W13 9SJ
T: 0011 44 (0) 208 579 4836
F: 0015 44 (0) 208 579 5057

NEW YORK

Conover Brown
World Media Inc.
19 West, 36th Street, 7th Floor
NEW YORK 10018
T: 0011 1 212 244 5610
F: 0015 1 212 244 5321

DUBAI

Vivienne Davidson
Intermedia, Commercial Centre
Safa Park, Sheikh Zayed Road
PO Box 22857, DUBAI
T: +971 346 6006
F: +971 346 6016

SINGAPORE

Selena Yan
Publicitas Singapore Pte Ltd
21 Merchant Road
#02-01 Royal Merukh Building
SINGAPORE 058267
T: +65 6836 2272
F: +65 6634 5231

AUSTRALIA

SYDNEY

Level 1, 1 Darling Island, Pyrmont
SYDNEY NSW 2009
T: (02) 9282 3415
F: (02) 9282 3854

MELBOURNE

Level 6, 655 Collins Street
DOCKLANDS VIC 3008
T: (03) 8667 3867
F: (03) 8667 3851

BRISBANE

Level 6, 340 Adelaide Street
BRISBANE QLD 4000
T: (07) 3835 7500
F: (07) 3835 7529

MALAYSIA

Shallie Cheng
Publicitas International (Malaysia)
Lot S105, 2nd Floor, Centrepoint,
Lebuh Bandar Utama, Bandar Utama
47800 PETALING JAYA, SELANGOR
T: 0011 603 772 9 6923
F: 0015 603 772 9 7115

HONG KONG

Catherine Ha
Publicitas Hong Kong
26/6F Two Chinachem Exchange Square
338 Kings Road, North Point
HONG KONG
T: 0011 852 2516 1519
F: 0015 852 2528 3260

JAPAN

Yasunari Ibe
Shinano International, Inc.
Akasaka Kyowa Bldg, 2F
1-6-14 Akasaka, Miato-ku
TOKYO 107-0052
T: 81 3 3584 6420
F: 81 3 03505 5628

SOUTH AFRICA

Michael Armstrong
Publicity Project Management
Rivonia Village, 3 Mutual Road, Rivonia
PO Box 78811, SANDTON, 2146
T: 0011 27 11 803 8 211
F: 0015 27 86 503 3237

NEW ZEALAND

Neil Bowman
McKay & Bowman International Media
Representatives Ltd
PO Box 36-490, Northcote, Auckland

60 McBreen Avenue, Northcote
AUCKLAND 0627

PERTH

Fairfax Media
A15, Level 2, 435 Roberts Road
SUBIACO WA 6008
T: (08) 9423 8907
F: (08) 9423 8922

ADELAIDE

Brad Barber
Fairfax Media
124 Franklin Street
ADELAIDE SA 5000
T: (08) 8210 1122
F: (08) 8212 1210

T: 0011 649 419 0561
F: 0015 649 419 2243

THAILAND

Steven Fong
Publicitas Thailand
5th Floor, Lumpinil Building
239/2 Soi Sarasin, Rajdamri Road, Lumpini
PATHUMWAN BANGKOK 10330
T: +662 651 9273 to 7
F: +662 651 9278

CHINA

Wendy Lin
Publicitas Beijing
Room 808, 8/F, Tower A, Fullink Plaza
No 18 Chaoyangmenwai Avenue
BEIJING 100020 P.R. CHINA
T: +8610 6518 8155 ext. 626
F: +8610 6588 3110

INDIA

Santosh Pandey
The Times of India – International Media
Representation
Response Department
Dr. Dadabhoy Naoroji Road
BOMBAY 400 001
T: 0011 91 22 2273 1338
F: 0015 91 22 2273 1145

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.

