

DIRECT MARKETING MEDIA KIT FY14

www.adcentre.com.au/financial-review

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	Life & Leisure (Friday & Weekend)
Audience	309,000	148,000	471,000
Circulation	64,270	62,278	133,621

Source: Readership - *emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending December 2013 (Life & Leisure Fri or Sat Readership) ^Circulation - Audit Bureau of Circulation September 2013 (Figure sum of Fri & Weekend circulation figures)

READER PROFILE

	National Population	The Financial Review	AFR Weekend	Life & Leisure (Fri & Weekend)
Male	49%	72%	70%	66%
Female	51%	28%	30%	34%
Average Age	44	47	53	48
Social Grade A or B	40%	78%	75%	74%
Personal Income \$70k+	14%	40%	32%	33%
Personal Income \$100k+	6%	29%	21%	22%
Average FT Personal Income	\$77,621	\$120,328	\$120,721	\$115,910
Average Household Income	\$88,187	\$154,629	\$149,594	\$145,904
Investments \$100k+	25%	39%	41%	38%
Manager/Professional	22%	53%	41%	45%

Source: emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending December 2013 (Life & Leisure Fri or Sat Readership)

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
- Smart Investor
- 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.

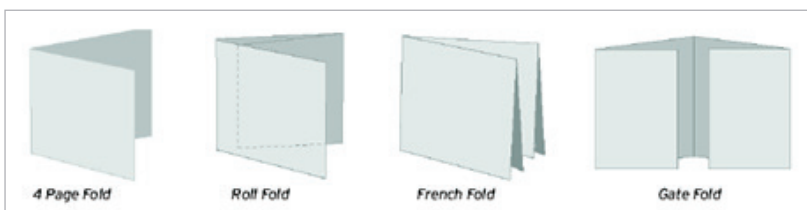
IMPORTANT

- 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 reevaluation 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.

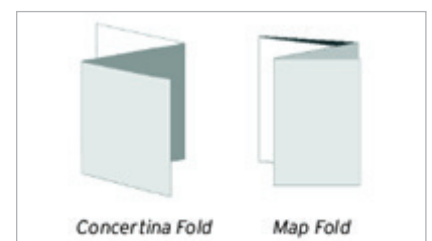
FOLD SPECIFICATIONS

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: 76mm x 76mm

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.

Exact art specifications supplied on confirmation of booking.

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 2014.

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 E: david.higgins@fairfaxmedia.com.au

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. Exact art specifications supplied on confirmation of booking.

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 2014.

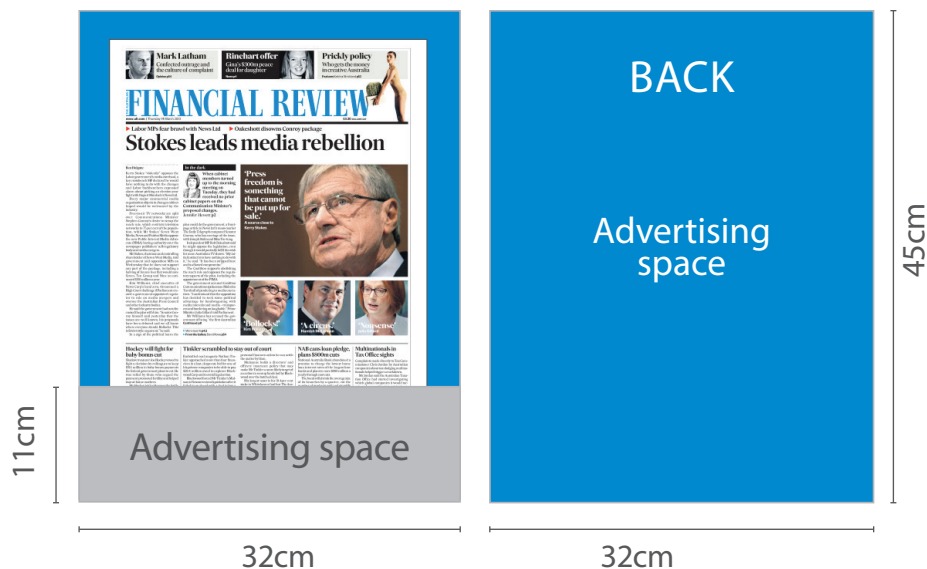
DEADLINES - Booking & Cancellation: Minimum of six (6) weeks prior to publication date. Discount apply to regular Financial Review advertisers and combine CBD runs.

For creative options bookings and information, please contact

David Higgins E: david.higgins@fairfaxmedia.com.au

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.

*Exact art specifications supplied on confirmation of booking.

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 2014.

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 E: david.higgins@fairfaxmedia.com.au

INTERNATIONAL

LONDON

Brett Warren
Warren International Media
Suite 12, Rossknoll House
Orion Park, Northfield Avenue
LONDON W13 9SJ
Tel: +44 (0) 20 7099 7992
Fax: +44 (0) 870 4953 440
Email: bwarren@warren-media.com

EUROPE

Robert Logan
Robert Logan & Associates
Suite 12, Rossknoll House
Orion Park, Northfield Avenue
LONDON W13 9SJ
Tel: 0011 44 (0) 208 579 4836
Fax: 0015 44 (0) 208 579 5057
Email: rlogan@robertlogan.co.uk

NEW YORK

Conover Brown
World Media Inc.
19 West, 36th Street, 7th Floor
NEW YORK 10018
Tel: 0011 1 212 244 5610
Fax: 0015 1 212 244 5321
Email: sales@worldmediaonline.com

DUBAI

Vivienne Davidson
Intermedia, Commercial Centre
Safa Park, Sheikh Zayed Road
PO Box 22857, DUBAI
Tel: +971 346 6006
Fax: +971 346 6016
Email: v davidson@intermedia-gulf.com

SINGAPORE

Selena Yan
Publicitas Singapore Pte Ltd
21 Merchant Road
#02-01 Royal Merukh Building
SINGAPORE 058267
Tel: +65 6836 2272
Fax: +65 6634 5231
Email: selena.yan@publicitas.com

AUSTRALIA

SYDNEY

Level 1, 1 Darling Island, Pyrmont
SYDNEY NSW 2009
Tel: (02) 9282 3415
Fax: (02) 9282 3854
Email: advertising@afrc.com.au

MELBOURNE

Level 6, 655 Collins Street
DOCKLANDS VIC 3008
Tel: 03 8667 3857
Fax: (03) 8667 3851
Email: msands@fairfaxmedia.com.au

BRISBANE

Level 6, 340 Adelaide Street
BRISBANE QLD 4000
Tel: (07) 3835 7500
Fax: (07) 3835 7529
Email: thehub@afrc.com.au

MALAYSIA

Shallie Cheng
Publicitas International (Malaysia)
Lot S105, 2nd Floor, Centrepoint,
Lebuhraya Bandar Utama, Bandar Utama
47800 PETALING JAYA, SELANGOR
Tel: 0011 603 772 9 6923
Fax: 0015 603 772 9 7115
Email: esther.chia@publicitas.com

HONG KONG

Catherine Ha
Publicitas Hong Kong
26/6F Two Chinachem Exchange Square
338 Kings Road, North Point
HONG KONG
Tel: 0011 852 2516 1519
Fax: 0015 852 2528 3260
Email: catherine.ha@publicitas.com

JAPAN

Yasunari Ibe
Shinano International, Inc.
Akasaka Kyowa Bldg, 2F
1-6-14 Akasaka, Miato-ku
TOKYO 107-0052
Tel: 81 3 3584 6420
Fax: 81 3 03505 5628
Email: yibe@bunkoh.com

SOUTH AFRICA

Michael Armstrong
Publicity Project Management
Rivonia Village, 3 Mutual Road, Rivonia
PO Box 78811, SANDTON, 2146
Tel: 0011 27 11 803 8211
Fax: 0015 27 86 503 3237
Email: mike@worldmedia.co.za

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
Tel: (08) 9423 8903
Fax: (08) 9423 8922
Email: lmolyneux@fairfaxmedia.com.au

ADELAIDE

Brad Barber
Fairfax Media
124 Franklin Street
ADELAIDE SA 5000
Tel: (08) 8210 1122
Fax: (08) 8212 1210
Email: bbarber@fairfaxmedia.com.au

Tel: 0011 649 419 0561

Fax: 0015 649 419 2243

Email: neil@mckaybowman.co.nz

THAILAND

Steven Fong
Publicitas Thailand
5th Floor, Lumpinil Building
239/2 Soi Sarasin, Rajdamri Road, Lumpini
PATHUMWAN BANGKOK 10330
Tel: +662 651 9273 to 7
Fax: +662 651 9278
Email: janya.limmanee@publicitas.com

CHINA

Wendy Lin
Publicitas Beijing
Room 808, 8/F, Tower A, Fullink Plaza
No 18 Chaoyangmenwai Avenue
BEIJING 100020 P.R. CHINA
Tel: +8610 6518 8155 ext. 626
Fax: +8610 6588 3110
Email: wendy.lin@publicitas.com.cn

INDIA

Santosh Pandey
The Times of India – International Media
Representation
Response Department
Dr. Dadabhoy Naorji Road
BOMBAY 400 001
Tel: 0011 91 22 2273 1338
Fax: 0015 91 22 2273 1145
Email: santosh.pandey@timesgroup.com