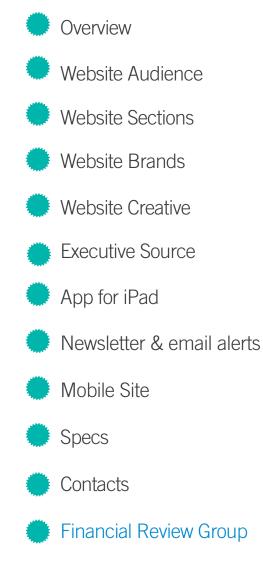
FINANCIAL REVIEW DIGITAL MEDIA KIT FY14

www.adcentre.com.au/financial-review









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 but delivers so much more in terms of content, insight, customisation and frequency/immediacy.

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 WEBSITE

The *Financial Review* website at afr.com gives users the ability to be consistently informed and dig deeply into the subjects of particular and immediate interest such as Markets, Resources, Technology and much more.





FINANCIAL REVIEW WEBSITE STATISTICS

The Financial Review website at afr.com* does not auto-refresh and is audited by the Audit Bureau of Australia.

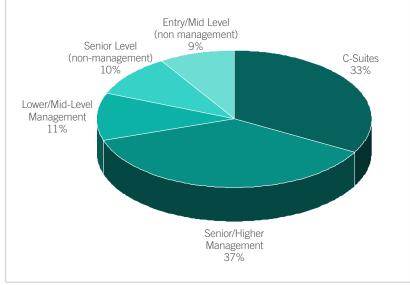


Source: Nielsen Online Ratings July 2013

NB. afr.com includes - Asset, Boss and Financial Review Magazine

FINANCIAL REVIEW WEBSITE USER PROFILE				
Average Age ^	48 years			
Male ^	75%			
Average Income ^	\$251,161			
Use afr.com at work ^	75%			
Use afr.com at home ^	66%			
iPad Ownership/Intention *	66% own or intend to buy an iPad in the next 6 months			

* Financial Review Group Business Leaders Panel Research June 2011 ^ Source: TNS Reader Research 2012 (n=200 AFR.com subscribers)



Profile of Financial Review Website Readers by Occupation

Source: TNS Reader Research 2011 (n=200 AFR.com subscribers)



FINANCIAL REVIEW WEBSITE SECTIONS

Homepage

Accounts for approximately 40% of our site traffic and the perfect environment to give advertisers reach and frequency as well as high impact in the form of our new creative executions.

National

The latest breaking domestic news and coverage on national and global events covering such topics on national affairs from politics, industrial relations and economics to the Federal Budget and the NBN.

Opinion

Where users go to in order to consume analysis and commentary from such luminaries as Laura Tingle, Mark Latham, Jennifer Hewett, Barrie Dunstan on an exhaustive range of topics such as politics, national affairs, business, technology and property.

Street Talk

Leading markets column that tracks key developments in capital markets and deal economy updates with coverage including - mergers and acquisitions, private equity, company buyouts, company financial performance (earnings downgrade/ upgrade), equity and debt capital market moves, and corporate regulation.

World

The *Financial Review* makes sense of the swiftly changing global business world. News and analysis in the World pages, the global business coverage in Companies and Markets and global analysis throughout the *Financial Review* gets to grips with massive international economic restructuring, credit crunches and crises and of course opportunities.

Business

Covers all the major listed and unlisted Australian companies on a broad range of topics from mining, energy, resources and retail to telecommunications and the financial sector. Provides up to the minute insight into major business issues and trends such as remuneration, bank funding, listing rules and much more.

Technology

Australia's premier source of digital content for technology leaders delivering a powerful combination of news, features, research, product reviews and digital media.

Markets

The destination for up-to-the minute trading, the *Financial Review* remains the authority on equities, currencies and commodities giving users an informative take on all the news from international markets and indices as well as individual stock moves and valuations on the domestic market. There is also a prominent focus on macro-economic news from all corners of the globe.

Personal Finance

Covers an exhaustive and wide range of subject matters such as investment trends, superannuation, property, trusts and share market investment. An additional focus comes on self-directed investors, SMSF trustees and retirees.

Lifestyle

With topical content on sport, luxury, travel, fashion, sport and wellbeing, it has a strong point of difference and remains one of our fastest growing sections across our online properties.

Today's paper

Complete cover to cover digital edition of Financial Review newspaper (daily).



FINANCIAL REVIEW WEBSITE BRANDS

Before The Bell & Markets

Before the Bell is the *Financial Review* website's daily briefing for overnight trading. It brings users up to date with markets around the globe, providing Australia's most comprehensive pre-market briefing.

MarketWrap5pm

At the end of the day, you need to be across the important plays. MarketWrap5pm provides a detailed round up of all the day's markets and business action including news, stocks to watch and in-depth analysis to keep users in touch with trends and ahead of the game.

Capital / CFO Blog

Drives debate around the evolution of the markets engaging with coveted senior finance executives, investment bankers, lawyers and accountants. Deals with the issues driving corporate decision making, capital flows and the latest news around mergers and acquisitions activity.

BOSS

The location for senior and aspiring executives. In addition to magazine content, the website contains extensive research and *BOSS* Club event information.

The Australian Financial Review Magazine

Sets the benchmark for style and quality with an impeccable reputation for elegant and incisive coverage . With a focus on the most important trends in business, politics, leisure, design, fashion and the arts, it is a prestige vehicle with a sophisticated blend of editorial content and advertising.

Asset

The website for the country's leading financial planning professionals that consistently delivers quality news, opinion and strategies from a team of financial planning and wealth management experts.

Chanticleer

Premier national column featuring insightful analysis and authoritative commentary on business and policy. Aimed at an audience of key business decision makers, especially company directors and senior executives.

Special Reports/Topics and Custom Index Pages

We are now in a position to offer integrated Special Report packages across print and digital on a variety of topics. In addition to our affluent afr.com subscriber base, special reports will be unlocked to reach a wider audience. These may also include custom index page sponsorships in a digital only (microsite), or combined print and digital sponsorship format.

Financial Review Executive Source

Financial Review Executive Source is the first dedicated recruitment advertising space on the *Financial Review* website providing the ideal platform to source high calibre candidates in a passive, digital environment.

FINANCIAL REVIEW WEBSITE CREATIVE

SUPER HERO PACKAGE

When the user opens the *Financial Review* website homepage, the super hero automatically expands to show full superhero creative and can be contracted or re-expanded on click.

Ad Units:

- Superhero initial, static and retracted
- Half page/Mrec
- Leaderboard

PAGE SKINS PACKAGE

Framing of the afr.com homepage in conjunction with sponsorship of traditional ad units for complete impact and ownership.

Ad Units:

- Page skins
- Half page/Mrec
- Leaderboard





PRODUCT SPONSORSHIPS

Monthly sponsorship of a Financial Review Group branded section from inserted magazines, regular columns and *Financial Review* sub brands.

Ad Units:

- Half page/Mrec
- Leaderboard







FINANCIAL REVIEW WEBSITE CREATIVE

SUSHI TRAIN PACKAGE

Large format carousel style creative to showcase multiple advertising messages or product features.

Ad Units:

- Sushi train
- Half page/Mrec
- Leaderboard



Homepage buy out including either half page or Mrec plus a leaderboard.

Ad Units:

- Half page/Mrec
- Leaderboard



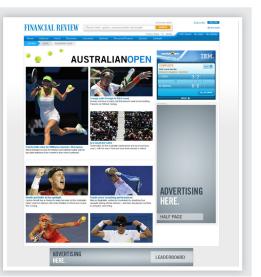


CUSTOM PUBLICATIONS (MICROSITE)

Full advertising sponsorship of a bespoke editorial environment which can include video and other interactive functionality.

Ad Units:

- Half page/Mrec
- Leaderboard





FINANCIAL REVIEW EXECUTIVE SOURCE CREATIVE

Financial Review Executive Source is the first dedicated recruitment advertising space on the *Financial Review* website providing the ideal platform to source high calibre candidates in a passive, digital environment.

This will ensure recruitment advertisers continue to reach high quality passive candidates in a news environment with a lower cost entry point than is currently available via the print platform.

HOW DOES IT WORK?

Medium Rectangles (mrec) are displayed across the *Financial Review* website and click through to full job description on Executive Source, which is formatted like an article. This will remain on the site for 4 weeks, extending the life of your advertising. The articles can be shared via email, LinkedIn, Facebook or Twitter.



SPECIFICATIONS

Step 1.

Book your package with your *Financial Review* sales representative and return signed IO via email to your sales representative

Step 2.

Complete Executive Source Job Listing Specifications form

Step 3.

Complete display Executive Source MRec according to specifications contained in attached zip file.

Step 4.

Send all of the following in one ZIP file to estraffic@fairfaxmedia.com.au:

- Executive Source Job Listing Spec form
- Display 300Wx250H (PNG) to specifications
- Company logo at 180Wx120H (PNG)

If you have any questions, please contact estraffic@fairfaxmedia.com.au or your Financial Review sales representative.

Subject to change without notice. Fairfax Advertising terms and conditions apply. beautiful design & engaging content

this app is the clear winner

head and shoulders above the rest

COMMENTS ON THE FINANCIAL REVIEW APP FROM PACIFIC AREA NEWSPAPER AND PUBLISHERS ASSOCIATION JUDGES - 2012

FINANCIAL REVIEW APP FOR IPAD

WINNER OF THE PANPA BEST NEWS APP 2012

The *Financial Review* app for iPad is a comprehensive and specially designed application which brings the quality, independent journalism of the Financial Review to the convenience of the iPad. Access Australia's best quality business and finance journalism wherever you are whenever you want.

Over 60% of our audience own an iPad, so the Financial Review app for iPad offering has been essential in meeting audience needs and rounding out the experience with Financial Review content.

The Financial Review app for iPad is available as part of the Financial Review print and/or digital subscription packages.

FINANCIAL REVIEW APP STATISTICS



00:06:14 AVG VISIT DURATION 91,554 DOWNLOADS



Google Analytics summary 01/06/13-30/06/13; Apple App Store 16/07/13

FINANCIAL REVIEW APP ADVERTISING CREATIVE

Ad Units:

PAGES/VISITS

- Full page Interstial (run of index pages)
- Half page/Mrec or Leaderboard (in article)





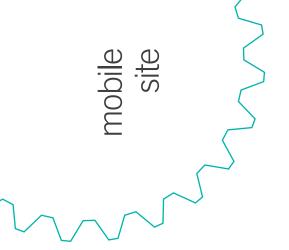


FINANCIAL REVIEW GROUP NEWSLETTER & EMAIL ALERTS

The Financial Review Group delivers a number of newsletters each week and daily.

Before The Bell - offers a daily briefing on overnight trading
MarketWrap5pm - a round up of all the day's market and business action
Technology - delivers technology leaders tech news, information, features and reviews
Asset – essential information and news for financial advisers
CFO - for CFOs and senior finance professionals





FINANCIAL REVIEW ADVERTISING MARKETS SUMMARY



FINANCIAL REVIEW MOBILE SITE

The *Financial Review* mobile site (m-site) provides users with a more compelling and user-friendly mobile experience. When used in conjunction with all Financial Review platforms including print, website and the PANPA award winning app for iPad, completes the user experience and engagement in our quality journalism.

THE FINANCIAL REVIEW:

REACHES 58% OF SENIOR BUSINESS EXECUTIVES

WHO ACCESS FINANCE AND BUSINESS NEWS VIA SMARTPHONE.

22% OF THE PRINT AUDIENCE

ACCESS FINANCE AND BUSINESS NEWS CONTENT VIA THEIR MOBILE PHONE.

31% OF THE ONLINE AUDIENCE ACCESS FINANCE AND BUSINESS NEWS CONTENT VIA THEIR MOBILE PHONE.

Source: IPSOS Business Elite Australia Survey 2012 (Read the Financial Review M-Sat in the past week; Visited AFR.com in the past month)

FINANCIAL REVIEW MOBILE SITE ADVERTISING CREATIVE

Ad Units:

- Mobile Banner The mobile banner is placed at the top of all index and article pages.
- Mrec The Mrec is below the fold on all index pages (including home page).

FINANCIAL REVIEW MOBILE SITE SECTIONS

The Financial Review m-site contains all the content from AFR.com, mirroring its broader content sections which are accessible through a drop down menu and throughout the site.

The home page contains articles and sections as well as links to the latest blogs. The core section structure is as follows:

- Home page
- National
- Business
- Markets
- Technology
- Opinion
- World
- Lifestyle
- Property
 - Personal Finance
- Street Talk
- Markets Today
- Rear Window
- Capital



FRG DIGITAL TECHNICAL SPECS Standard ads

Creative constructed in standard web-image formats, such as GIF, JPEG, PNG as well as single file flash (SWF) executions of any of the dimensions listed below are considered standard ads. Such creative may be hosted by *Financial Review's* internal adserving system or delivered via JavaScript redirect tags hosted by a third party ad-serving vendor (unless stated otherwise in table). Executions involving audio, video, datacapture etc. are considered rich media banners and are required to be hosted by a third party ad serving vendor.

NAME	DIMENSIONS (W x H) PX	BASE FILE WEIGHT	RICH FILE WEIGHT (3 rd party ad served only)	FILE FORMAT	NOTES
Medium Rectangle	300x250	40KB	100KB	GIF, JPG, PNG, SWF	
Half Page	300x600	40KB	100KB	GIF, JPG, PNG, SWF	
Leaderboard	728x90	40KB	100KB	GIF, JPG, PNG, SWF	
Sponsored Links (AFR articles only, BRW and SMI ROS)	60x50 (logo) + text	40КВ	N/A	GIF, JPG, PNG	Must supply 3 lines of text * Line 1 = max 33 characters * Line 2 = max 33 characters * Line 3 = max 33 characters No third party ad tags
Promo Box (SMI ROS)	156x100 (logo) + text	40KB	N/A	GIF, JPG, PNG	Must supply 3 lines of text * Line 1 = max 18 characters * Line 2 = max 50 characters * Line 3 = max 18 characters or "more info link" No third party ad tags
E-newsletters	300x250 (SMI, BRW, ASSET, CFO, TECH) 728x90 (Asset, MW5pm & B4BELL only)	40KB	N/A	Static GIF, JPG. PNG	Due to technical limitations of most popular email clients, these ads only accept static image files. No third party ad tags

GENERAL RULES

- Always supply click through url with your creative assets
- GIF, Standard Flash and Rich Flash accepted, unless stated otherwise in the above table
- Continuous looping is accepted
- Animations should not contain strobing, pulsating etc effects
- Display advertising must include a 1px solid border with at least 20% contrast against its environment

KEY FLASH CREATIVE SPECIFICATIONS

- The highest recommended frame rate is 18fps 21fps
- Version 10 or earlier versions are accepted
- Flash ActionScript 2 is preferred, AS3 is accepted
- Adobe files must be saved as CS4 or earlier versions
- Please note that CPU load limitations apply to all flash creative

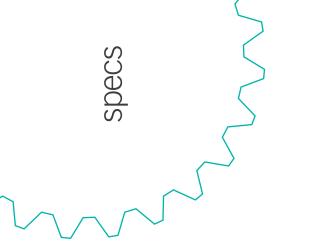
FLASH ACTIONSCRIPT FOR BUTTON CLICK THROUGH

```
on (release) {
   getURL(_level0.clickTag, "_blank");
}
```

LEAD TIME:

Tier 1 Standard Banner Execution: 3 business days prior to start date. NOTE: Financial Review Group reserves the right to change the specifications without notice at any time.

CONTACT: Campaign Manager - Digital, Financial Review Group T: (02) 9282 2844 | E: traffic@afr.com.au



FRG DIGITAL TECHNICAL SPECS Rich Media

Rich media creatives are interactive, highly engaging ad formats, usually combining a number of technologies, such as Flash, DHTML etc. Typical rich media executions are expanding ads and video rectangles. Rich media creative may include click initiated sound, video and data-capture forms to name a few features.

GENERAL RULES

- All rich media creative must be loaded "politely", i.e. following the completion of the parent page's load
- All ad creative must be delivered via third party ad tags
- Auto initiated rich media ads are frequency capped, typically 1 impression | UB | day
- Audio content must be click initiated
- All out of banner ads (expanding, etc.) are required to have a standard close button
- · Strobing effects and fast animations aren't allowed
- Please note that CPU load limitations apply to all Rich Media creative
- Third party redirect tags must be live when submitted
- When closed, the ad must not disable links that are covered by it in its expanded phase, nor disable other site functionality

NAME	DIMENSIONS (W x H) PX	BASE FILE WEIGHT	EXPANDED DIMENSIONS (W x H) PX	RICH FILE WEIGHT (3 rd party ad served only)	FILE FORMAT	NOTES	
Medium Rectangle	300x250	40KB	600x350	100KB	GIF, JPG, PNG, SWF	Standard close button for expanding ads	
Half Page	300x600	40KB	600x600	100KB	GIF, JPG, PNG, SWF		
Leaderboard	728x90	40KB	728x180	N/A	GIF, JPG, PNG		

APPROVED RICH-MEDIA VENDORS

- http://www.atlassolutions.com/
- http://www.mediamind.com/
- http://www.facilitatedigital.com/ & http://www.eyewonder.com/
- http://www.google.com/doubleclick/advertisers/studio.html

STANDARD CLOSE BUTTON GUIDELINES

Floating rich media creative is required to include a standard close button, typically in the top-right corner of the creative, while expanding ads should include the close button on part the expanded panel not overlapping the retracted area / state of the ad. However if this location is impractical or causes usability issues, a member of the creative implementation team will advise you of the required changes.

The standard close button must be placed on an opaque background using high contrast font colour to stand out from its environment. The close button should read "X-CLOSE" and use a minimum font-size of 13px, Sans-Serif font-face e.g Ariel and weight bold (900) or equivalent. Minimum dimensions of the close button must be 30(h) X 70(w) pixels.

Please see the following example:



LEAD TIME:

Tier 2 Standard Banner Execution: 5 business days prior to start date.

NOTE: Financial Review Group reserves the right to change the specifications without notice at any time.

CONTACT: Campaign Manager - Digital, Financial Review Group T: (02) 9282 2844 | E: traffic@afr.com.au



FRG DIGITAL TECHNICAL SPECS Mobile Ads

Mobile banners work in much the same way as web banners, however due to their smaller dimension they work best with a clear, concise message executed through static images.

Mobile banners are available on m.afr.com.

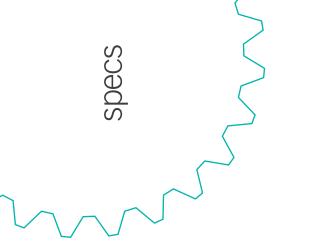
RULES

- Only three loops per animation continuous looping will not be accepted
- Animations must not contain strobing and pulsating effects
- Display advertising must include a 1px solid border with at least 20% contrast against its environment

COMPONENT	SPECIFICATION
Dimensions	300x50px, 300x250px
File Type	JPG, PNG, GIF
File Size	15KB (300x50px), 30KB (300x250px)
Tracking	Click-through URL

LEAD TIME:

Tier 1 Standard Banner Execution: 3 business days prior to start date.



FRG DIGITAL TECHNICAL SPECS Page Skins

Gutter images are displayed outside of the site's boundaries, providing a strong presence for your marketing messages and are shown to users with adequate screen resolution and screen real-estate.

GENERAL RULES

- The outer edges of the creative should fade into a white [#FF0000] so they can be seamlessly embedded into the site's background
- Clickable area is restricted to the gutter image's dimension
- Gutter images must include a logo or other form of client identification. The images must be clearly expressing their nature as 'Advertisement' in order not to deceive users ('advertising' marked on the top left corner of the image.)
- Gutter treatments require pre-approval
- Images are static, animation is not allowed
- Typically the top of Gutter Images are positioned in-line with the top of the main navigation bar
- The left and right sides should be designed in such a way as to blend with the background colour. A 5px fade around the edges is recommended
- Some users may have screen resolutions too narrow to display the gutter area. In these cases the images will be removed from
 the page. To ensure gutters are shown on the maximum number of browsers, use of narrower images is recommended. For
 instance, if your gutters are 120px wide the required width of the users browser will be the page width (992px) plus the gutter
 width (120px for the left and right 240px) which is 1232px. Reducing the gutter width to 60px means the required width is
 only 1112px

COMPONENT	SPECIFICATION
Gutter Image Dimensions	125px (W) x 700 (H) pixels,
File Type	Static GIF or JPG
File Size	30KB x2 (Left and Right)
Background colour value (where applicable)	defined in hexadecimal format (e.g. #FFFFFF)
Tracking	Click-through URL

LEAD TIME:

Tier 3 Standard Banner Execution: 15 business days prior to start date.

Your FRG Account Manager will advise you about creative lead times at the time of signing your booking. Creative produced by Fairfax's creative team may incur production costs and requires approval by FRG prior to an Insertion Order (IO) being signed. FRG will advise of production costs, asset delivery lead times on a case by case basis.



FRG DIGITAL TECHNICAL SPECS Super Hero

SuperHero is a high-impact and high-reach, polite loading custom ad placement available on homepage. It may contain auto-play video (with sound off by default), forms, games etc. Please speak to your account manager to discuss customisation options. As a premium product, this execution is packaged with the top position Medium Rectangle.

DELIVERABLES

Fairfax's Technical Operation team assembles the final execution from the following components:

- 3x 3rd party redirect tags
- 3x image files showing the first frame of the flash animations

Please note that collapse / expand functionality is handled by Fairfax's internal framework, hence no such controls are required, nor should these be implemented on the creative.

NAME	DIMENSIONS (W x H) PX	FILE SIZE	FILE FORMAT	NOTES
Initial Phase	940x250	100KB	 SWF, GIF, JPG, PNG - 3rd party redirect tag serving animated flash content AND - Static image of the first frame of the flash animation (delivered directly as a hard file) 	 Animated flash no looping maximum 10 seconds duration optional replay button Capped at 3 impressions / UB / day
Static Phase	940x250	100KB	SWF, GIF, JPG, PNG - 3rd party redirect tag serving static flash content AND - Static image of the first frame of the flash animation (delivered directly as a hard file)	No animation allowed
Retracted phase	940x45px	40KB	 - 3rd party redirect tag serving predominantly static flash AND / OR - Static image 	Subtle Call-To-Action animation allowed

RULES

- Superhero is present on the homepage all day
- Frequency Capping
 - Animated version is frequency capped at 3 impressions / UB / day
 - The user is presented with the static version on the fourth and all consecutive impressions
 - Exception is if the user previously collapsed the ad, then re-expands it this will load the animated version of the creative

LEAD TIME:

Tier 4 Standard Banner Execution: 1 month prior to start date.

Your FRG Account Manager will advise you about creative lead times at the time of signing your booking. Creative produced by Fairfax's creative team may incur production costs and requires approval by FRG prior to an Insertion Order (IO) being signed. FRG will advise of production costs, asset delivery lead times on a case by case basis.



The Digital Sushi Train presents your products and offers in a carousel style banner. The Digital Sushi Train driven by a dynamic data feed allows advertisers to promptly change the product and price information in real time, ultimately allowing them to stock their own online shelves. Launched in rich media environments, the Digital Sushi Train allows consumers to scroll through various products, where they can view product photos, prices and video to engage consumers.

THE DIGITAL SUSHI TRAIN IS AN IN-PAGE DISPLAY CREATIVE

• Fairfax Digital Hero shape - 620x270

For an effective execution, a minimum of 5 products, product groups or categories are required.

SPECIFICATIONS

This creative is built by Fairfax and cannot be 3rd party adserved via re-direct tags. We do however support 3rd party click and impression pixel tracking.

The Sushi Train unit is made up of 2 layers:

- The background image
- The products layer

MREC	SPECIFICATION		HERO	SPECIFICATION		
Background Image	Dimensions File type File Size	300x250 JPG, PNG, static GIF Max 40KB	Background Image	Dimensions File type File Size	620x270 JPG, PNG, static GIF Max 40KB	
Product Layer a.k.a titles	Dimensions Image type Number of products (titles) File Size	230x150 each PSD,JPG, PNG Min: 5, Max: 20 Max 30KB / title	Product Layer a.k.a titles	Dimensions Image type Number of products (titles) File Size	307x200 each PSD,JPG, PNG Min: 5, Max: 20 Max 30KB / title	
Navigation left and right buttons	Dimensions Image type	40x60 each PSD, JPG, PNG	Navigation left and right buttons	Dimensions Image type	40x60 each PSD, JPG, PNG	

DELIVERABLES

- Background image
- Tile Images (minimum 5, maximum 20)
- Navigation buttons (left & right buttons) [optional]

LEAD TIME:

Tier 4 Standard Banner Execution: 1 month prior to start date.

Your FRG Account Manager will advise you about creative lead times at the time of signing your booking. Creative produced by Fairfax's creative team may incur production costs and requires approval by FRG prior to an Insertion Order (IO) being signed. FRG will advise of production costs, asset delivery lead times on a case by case basis.



FINANCIAL REVIEW GROUP DIGITAL CONTACTS

FINANCIAL REVIEW GROUP DIGITAL ADVERTISING NSW

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Jamie Dodhia Account Manager - Digital T: (02) 9282 1359 F: (02) 9282 3854 Email: jdodhia@fairfaxmedia.com.au

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Andrea de Kauwe Fairfax Media T: (08) 9423 8907 Email: adekauwe@fairfaxmedia.com.au

FINANCIAL REVIEW GROUP CAMPAIGN MANAGER

Michelle Coniglio Campaign Manager - Digital Financial Review Group T:(02) 9282 2844 F:(02) 9282 3854 Email: traffic@afr.com.au

FINANCIAL REVIEW GROUP

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.

