



# BRW.

## MEDIA KIT FY13

[www.brwadcentre.fairfax.com.au](http://www.brwadcentre.fairfax.com.au)

A key component of the **Financial Review Group**

GEARED FOR SUCCESS

# BRW.

# contents



- Overview
- Audience
- Sections
- Features and Deadlines
- Flagships
- Rate Card
- Website
- Events
- Contacts
- Financial Review Group

## BRW INTRODUCTION

For three decades, *BRW* has been a market leader in the business landscape. We have helped many Australian business leaders build a bigger business and create a better life through our award winning journalism and we've celebrated their success in the *BRW* lists such as the Rich 200 and the Fast 100.

We have revealed the winners in Australian business, uncovered future trends and challenged policy makers who maintained the status quo.

We see *BRW's* future as a multi-platform publication with the same strong clear message across the magazine, website, events and our new app for iPad.

*BRW* is a place where wealth creation is celebrated and, innovation and growth is cheered. It is a source for people at the top of the business world and it drives those who want to get there.

### WEEKLY SECTIONS

*BRW's* weekly sections are dedicated to investment, property, innovation, management, leadership and emerging companies. Coverage extends to the professions, including accounting, law and engineering.

### BRW FOCUS REPORTS

These reports (typically 4-8 pages) are an in-depth look at various industries or topics. The overriding purpose of a focus report is to highlight business and investment opportunities in that area. Focus reports appear in executive issues only.



## BRW EDITOR

### James Thomson, Editor, *BRW*

James Thomson is the editor of *BRW*. Previously he was at Private Media, where he was editor and publisher of SmartCompany and publisher of Property Observer, Leading Company and StartupSmart. James also worked at Business Spectator as a senior editor and is a former editor of *BRW's* rich lists. He writes regularly on Australia's wealthiest entrepreneurs and has deep expertise in small business and the mid market.



WEEKLY EXECUTIVE



MONTHLY FLAGSHIP



WEEKLY EXECUTIVE



MONTHLY FLAGSHIP

audience

**READERSHIP:  
234,000\***  
**CIRCULATION:  
38,550\*\***

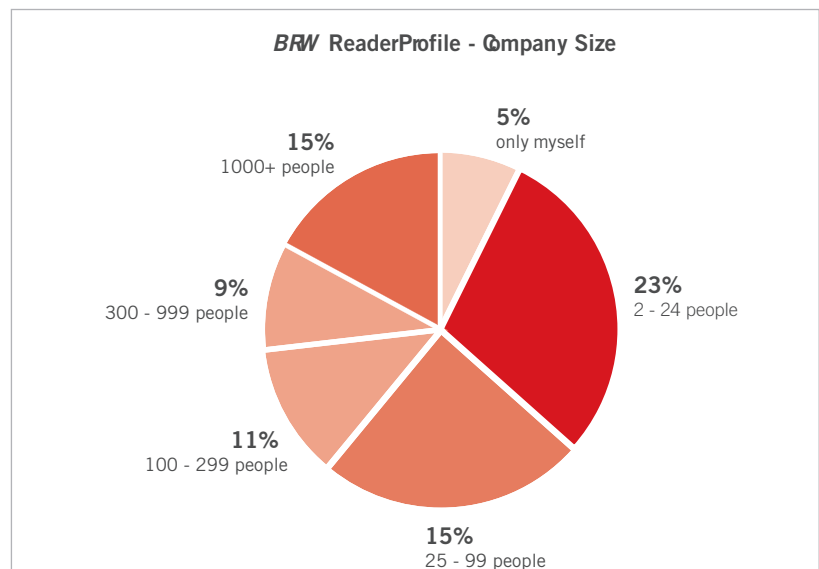
## BRW AUDIENCE

### WHO IS THE BRW READER?^

- The average *BRW* reader is 44 years old
- The average *BRW* reader earns \$162K
- *BRW* readers on average have savings and investments worth \$1.3 million
- Over a quarter of *BRW* readers are owners/partners/proprietors
- The average *BRW* reader spends 63 minutes reading the magazine
- The average *BRW* reader intends to spend over \$60K on their next vehicle purchase

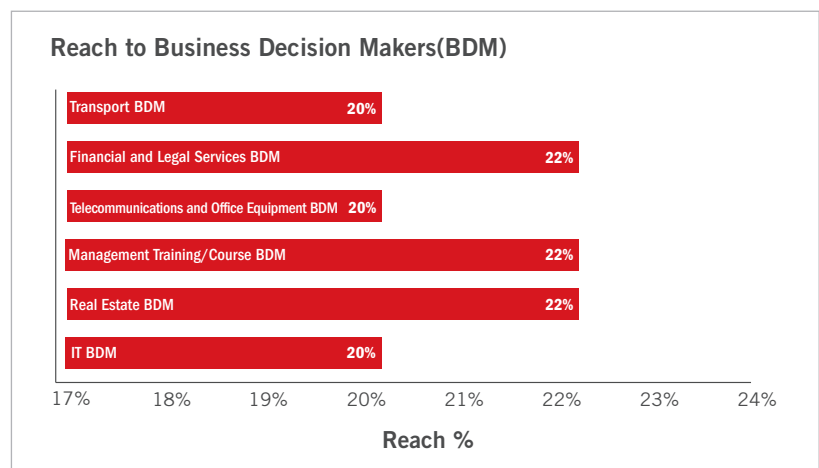
Source: \*Roy Morgan Research, March 2013. \*\*Audit Bureau of Circulations, March 2013

^ *BRW* Reader Survey, Oct 2010, n=282



Source: Roy Morgan March 2013

### BUSINESS DECISION MAKERS



Sources: Business Elite Australia Survey 2012

## BRW SECTIONS



### **BUSINESS**

Business strategies across different industry sectors



### **LEADERSHIP**

Advice on how to lead staff and how to manage your own career to your best advantage.



### **TECH & GADGETS**

The best technology and digital tips for your business to help you work quicker, smarter and better



### **ENTREPRENEURS**

A section for the entrepreneur in all of us peppered with case studies of innovation in practice



### **PROFESSIONS**

Best practice for lawyers, accountants and engineers



### **INVESTING**

Tells you where to invest your money and the big picture on global economics



### **MARKETING**

Explores marketing's role in growing business and connecting with current and potential customers.



### **IN THE BRW LOUNGE**

Your guide to life in the C-Suite

## BRW FEATURES & DEADLINES 2013

BRW 2013 DEADLINES			
Title	Cover/on sale date	Booking/Cancellation deadline	Material deadline
Regional Business Bases	Thu 24/1	Thu 10/1	Wed 16/1
Best of the Biggest	Thu 31/1	Thu 17/1	Wed 23/1
Racing Returns - Thoroughbreds	Thu 7/2	Thu 24/1	Wed 30/1
MBA Guide: Going Global	Thu 14/2	Thu 31/1	Wed 6/2
Business Travel	Thu 21/2	Thu 7/2	Wed 13/2
Fast Franchises	Thu 28/2	Thu 14/2	Tue 19/2
Fleet Management	Thu 7/3	Thu 21/2	Wed 27/2
Client Choice Awards	Thu 14/3	Thu 28/2	Wed 6/3
Smart IT: Cloud Computing	Thu 21/3	Thu 7/3	Wed 13/3
Investor Guide	Thu 28/3	Thu 14/3	Tue 19/3
Executive Rich	Thu 4/4	Thu 21/3	Wed 27/3
Global Investor	Thu 11/4	Thu 28/3	Wed 3/4
Business Banking	Thu 18/4	Thu 4/4	Wed 10/4
Fast Starters	Fri 26/4	Thu 11/4	Tue 16/4
Smart IT: Business Software Special	Thu 2/5	Thu 18/4	Wed 24/4
Executive Education - Beyond the MBA	Thu 9/5	Thu 25/4	Wed 1/5
Asia 50	Thu 16/5	Thu 2/5	Wed 8/5
Rich 200	Thu 23/5	Thu 9/5	Tue 14/5
Business Travel	Thu 30/5	Thu 16/5	Wed 22/5
DIY Super	Thu 6/6	Thu 23/5	Wed 29/5
Smart IT: Security	Thu 13/6	Thu 30/5	Wed 5/6
Smart Tax	Thu 20/6	Thu 6/6	Wed 12/6
Best Places to Work	Thu 27/6	Thu 13/6	Tue 18/6
Financial Year Ahead	Thu 4/7	Thu 20/6	Wed 26/6
Professional Services	Thu 11/7	Thu 27/6	Wed 3/7
Property	Thu 18/7	Thu 4/7	Wed 10/7
Rich Families	Thu 25/7	Thu 11/7	Tue 16/7
Mobility	Thu 1/8	Thu 18/7	Wed 24/7
Top Law Firms	Thu 8/8	Thu 25/7	Wed 31/7
Supply Chain & Logistics	Thu 15/8	Thu 1/8	Wed 7/8
Top 500 Private Companies: Best of the Mid-Market	Thu 22/8	Thu 8/8	Wed 14/8
Smart IT : Web Business	Thu 29/8	Thu 15/8	Wed 21/8
Business Travel	Thu 5/9	Thu 22/8	Tue 27/8
Personal Finance : Markets	Thu 12/9	Thu 29/8	Wed 4/9
Young Rich	Thu 19/9	Thu 5/9	Wed 11/9
Exporting & Trade / Commodities	Thu 26/9	Thu 12/9	Wed 18/9
MBA	Thu 3/10	Thu 19/9	Thu 19/9
Rural/Regional	Thu 10/10	Thu 26/9	Wed 2/10
Fast 100	Thu 17/10	Thu 3/10	Wed 9/10
Top 100 Accounting Firms	Thu 24/10	Thu 10/10	Wed 16/10
Business Banking	Thu 31/10	Thu 17/10	Tue 22/10
Business Travel	Thu 7/11	Thu 24/10	Wed 30/10
How to Guide	Thu 14/11	Thu 31/10	Wed 6/11
CFO Software Guide	Thu 21/11	Thu 7/11	Tue 12/11
Fleet Management	Thu 28/11	Thu 14/11	Wed 20/11
Australia's Top Innovative Companies	Thu 5/12	Thu 21/11	Wed 27/11
Rich Summer (Extended on Sale)	Thu 12/12	Thu 28/11	Tue 3/12

## BRW FLAGSHIP ISSUES



### BEST OF THE BIGGEST

JANUARY 31

Best of the Biggest is a fascinating insight into the changing business landscape at the top end of town. It reveals Australia's biggest companies, most profitable large companies and the fastest growing corporate entities, exploring the secrets of their success and unpacking the trends that will affect all businesses in 2013.



### FAST FRANCHISES

FEBRUARY 28

The most comprehensive guide on franchising in Australia, *BRW's* Fast Franchises looks at the most successful chains and the issues and outlook for one of the country's most dynamic business sectors.



### INVESTOR GUIDE

MARCH 28

The *BRW* Investor Guide flagship edition provides a comprehensive insight into investing in Australia, including asset classes, investment strategies and smart ways to deploy your money. From shares to property and cash, *BRW* looks at the best time to invest, and the best way to invest.



### FAST STARTERS

APRIL 26

*BRW's* annual guide to one of the most exciting areas of business, start-up companies. We profile the entrepreneurs behind these national and global businesses and discover how they succeed at breakneck speed.



### RICH 200

MAY 23

*BRW's* biggest-selling and most eagerly awaited issue of the year, the RICH 200 is the authoritative guide to Australia's super-wealthy: who they are and how they made their fortunes. It's revealing, inspiring and a publishing phenomenon.



### BEST PLACES TO WORK

JUNE 27

Based on similar methodology used by Fortune magazine in the United States, the Best Places To Work flagship issue uses peer analysis to find the companies held in the highest esteem by their competitors and customers.

## BRW FLAGSHIP ISSUES



### RICH FAMILIES

JULY 25

*BRW's* inaugural Rich Families list will profile the 50 richest families in Australia, including several of the biggest names in Australian business such as the Myer, Smorgon, Besen and Wilson families.



### TOP 500 PRIVATE COMPANIES

AUGUST 22

The definitive analysis of Australia's biggest privately owned enterprises. *BRW* looks at the businesses that thrive away from the public gaze and ranks them by revenue. This informative flagship edition is an essential reference tool for readers seeking insights into an ever-changing, enigmatic sphere of business.



### YOUNG RICH

SEPTEMBER 19

Proof that you're never too young to be rich. *BRW's* Young RICH captures all the energy and the passion of the 100 movers and shakers aged 40 and under who are making their mark on the Australian business scene.



### FAST 100

OCTOBER 17

Fast-growing small and medium-size enterprises are at the forefront of innovation and change in Australian business, and *BRW's* Fast 100 reveals the cream of the crop. This annual guide takes a look at the young, dynamic people behind these businesses and the secrets of their success.



### HOW TO GUIDE

NOVEMBER 14

The *BRW* inaugural How To issue looks at a range of business issues and asks experts in the field 'how to' address them.



### AUSTRALIA'S TOP INNOVATIVE COMPANIES

DECEMBER 5

In the 2013 *BRW* Most Innovative Companies list we are proud to celebrate today's pioneers of Australian business who are pushing the boundaries of business leadership.



# BRW MAGAZINE ADVERTISING RATES FY13

## BRW ADVERTISING RATES - EXECUTIVE ISSUE (WEEKLY)

FREQUENCY (NUMBER OF ADS)	CASUAL	5x	10x	15x	20x	25x	30x
<b>Full Page</b>	<b>\$11,750.00</b>	<b>\$10,785.00</b>	<b>\$9,818.00</b>	<b>\$8,851.00</b>	<b>\$7,884.00</b>	<b>\$6,917.00</b>	<b>\$5,950.00</b>
Full Page (incl GST)	\$12,925.00	\$11,863.50	\$10,799.80	\$9,736.10	\$8,672.40	\$7,608.70	\$6,545.00
<b>DPS</b>	<b>\$18,800.00</b>	<b>\$17,256.00</b>	<b>\$15,708.80</b>	<b>\$14,161.60</b>	<b>\$12,614.40</b>	<b>\$11,067.20</b>	<b>\$9,520.00</b>
DPS (incl GST)	\$20,680.00	\$18,981.60	\$17,279.68	\$15,577.76	\$13,875.84	\$12,173.92	\$10,472.00
<b>Half Page</b>	<b>\$7,343.00</b>	<b>\$6,968.00</b>	<b>\$6,614.00</b>	<b>\$5,885.00</b>	<b>\$5,156.00</b>	<b>\$4,427.00</b>	<b>\$3,698.00</b>
Half Page (incl GST)	\$8,077.30	\$7,664.80	\$7,275.40	\$6,473.50	\$5,671.60	\$4,869.70	\$4,067.80
<b>Third Page</b>	<b>\$5,287.00</b>	<b>\$5,017.00</b>	<b>\$4,702.00</b>	<b>\$4,432.00</b>	<b>\$4,140.00</b>	<b>\$3,861.00</b>	<b>\$3,577.00</b>
Third Page (incl GST)	\$5,815.70	\$5,518.70	\$5,172.20	\$4,875.20	\$4,554.00	\$4,247.10	\$3,934.70
<b>Quarter Page</b>	<b>\$4,994.00</b>	<b>\$4,724.00</b>	<b>\$4,409.00</b>	<b>\$4,139.00</b>	<b>\$3,847.00</b>	<b>\$3,568.00</b>	<b>\$3,284.00</b>
Quarter Page (incl GST)	\$5,493.40	\$5,196.40	\$4,849.90	\$4,552.90	\$4,231.70	\$3,924.80	\$3,612.40
<b>Third DPS</b>	<b>\$9,516.60</b>	<b>\$9,030.00</b>	<b>\$8,463.00</b>	<b>\$7,978.00</b>	<b>\$7,452.00</b>	<b>\$6,949.00</b>	<b>\$6,439.00</b>
Third DPS (incl GST)	\$10,468.26	\$9,933.00	\$9,309.30	\$8,775.80	\$8,197.20	\$7,643.90	\$7,082.90
<b>Strip*</b>	<b>\$3,250.00</b>	<b>\$3,085.00</b>	<b>\$2,890.00</b>	<b>\$2,725.00</b>	<b>\$2,545.00</b>	<b>\$2,375.00</b>	<b>\$2,200.00</b>
Strip* (incl GST)	\$3,575.00	\$3,393.50	\$3,179.00	\$2,997.50	\$2,799.50	\$2,612.50	\$2,420.00

## BRW ADVERTISING RATES - FLAGSHIP ISSUE (MONTHLY)

FREQUENCY (NUMBER OF ADS)	CASUAL	5x	10x	15x	20x	25x	30x
<b>Full Page</b>	<b>\$16,250</b>	<b>\$15,763</b>	<b>\$15,275</b>	<b>\$14,788</b>	<b>\$14,300</b>	<b>\$13,813</b>	<b>\$13,325</b>
Full Page (incl GST)	\$17,875	\$17,339.30	\$16,802.50	\$16,266.80	\$15,730	\$15,194.30	\$14,657.50
<b>DPS</b>	<b>\$32,660</b>	<b>\$31,680</b>	<b>\$30,700</b>	<b>\$29,721</b>	<b>\$28,741</b>	<b>\$27,761</b>	<b>\$26,781</b>
DPS (incl GST)	\$35,926	\$34,848	\$33,770	\$32,693.10	\$31,615.10	\$30,537.10	\$29,459.10
<b>Half Page</b>	<b>\$10,150</b>	<b>\$9,846</b>	<b>\$9,541</b>	<b>\$9,237</b>	<b>\$8,932</b>	<b>\$8,628</b>	<b>\$8,323</b>
Half Page (incl GST)	\$11,165	\$10,830.60	\$10,495.10	\$10,160.70	\$9,825.20	\$9,490.80	\$9,155.30
<b>Third Page</b>	<b>\$7,850</b>	<b>\$7,615</b>	<b>\$7,379</b>	<b>\$7,144</b>	<b>\$6,908</b>	<b>\$6,673</b>	<b>\$6,437</b>
Third Page (incl GST)	\$8,635	\$8,376.50	\$8,116.90	\$7,858.40	\$7,598.80	\$7,340.30	\$7,080.70
<b>Quarter Page</b>	<b>\$6,900</b>	<b>\$6,693</b>	<b>\$6,486</b>	<b>\$6,279</b>	<b>\$6,072</b>	<b>\$5,865</b>	<b>\$5,658</b>
Quarter Page (incl GST)	\$7,590	\$7,362.30	\$7,134.60	\$6,906.90	\$6,679.20	\$6,451.50	\$6,223.80
<b>Third DPS</b>	<b>\$16,690</b>	<b>\$16,189</b>	<b>\$15,689</b>	<b>\$15,188</b>	<b>\$14,687</b>	<b>\$14,187</b>	<b>\$13,686</b>
Third DPS (incl GST)	\$18,359	\$17,807.90	\$17,257.90	\$16,706.80	\$16,155.70	\$15,605.70	\$15,054.60
<b>Strip*</b>	<b>\$4,140</b>	<b>\$4,016</b>	<b>\$3,892</b>	<b>\$3,767</b>	<b>\$3,643</b>	<b>\$3,519</b>	<b>\$3,395</b>
Strip* (incl GST)	\$4,554	\$4,417.60	\$4,281.20	\$4,143.70	\$4,007.30	\$3,870.90	\$3,734.50

POSITION	LOADS
Front half double page spread	20%
Front half right hand page	20%
Inside front cover	20%
Opposite contents	15%
Outside back cover 30%	30%

Rates effective from 1st July 2012 - 30th June 2013.

\*Strip Ads are sold in association with Sponsorships only.

Broken space advertising is likely to be placed in the 2nd half of book. Please note: Rates are subject to change without notice. Rates are for magazine only.

## INSERT RATES\* & QUANTITIES

SIZE	CASUAL	5x	10x	15x	20x	25x	30x
Discount	Per/000	5%	15%	20%	25%	30%	40%
2pp	\$300	\$285	\$255	\$240	\$225	\$210	\$180
8pp	\$400	\$380	\$340	\$320	\$300	\$280	\$240
16pp	\$500	\$475	\$425	\$400	\$375	\$350	\$300

Minimum rate for an insert is \$8,000 plus GST

\* Excludes GST

website

## BRW WEBSITE

The *BRW* website at [brw.com.au](http://brw.com.au) gives readers a daily update on news that relates to their business, enabling them to make smarter business decisions.

The new-look website is updated frequently throughout the day and the navigation makes it easier to browse, search and discover.

The new design and a new team of bloggers make for a more interactive experience, allowing us to create communities and discussions around articles being written as they happen.

Coming soon, *BRW* will also restructure its renowned lists to reveal more insights into the companies and people within them.

## BRW WEBSITE STATISTICS

**354,057**

PAGE IMPRESSIONS

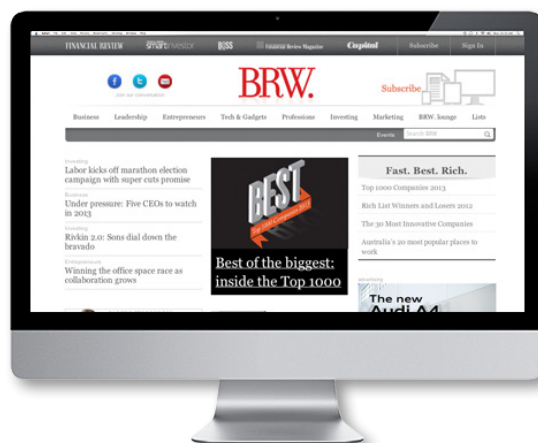
**33,441<sup>^</sup>**

UNIQUE AUDIENCE

**2:42**

AVERAGE SESSION DURATION

Source: Nielsen Online Market Intelligence March 2013, <sup>^</sup>Nielsen Online Ratings Feb 2013 (3 month average)



digital

## BRW APP FOR IPAD

From the makers of the highly successful and award winning *Financial Review*, SMH and Age apps comes the launch of the *BRW* app for iPad.

Australia's leading business magazine with the nation's most widely read lists, such as the Rich 200 and Best Places to Work, will be enhanced by the launch of the *BRW* app for iPad.

Readers can access weekly editions, daily web picks, previous issues of *BRW* as well as markets data.

## BRW APP FOR IPAD STATISTICS

**354,057**

PAGE IMPRESSIONS

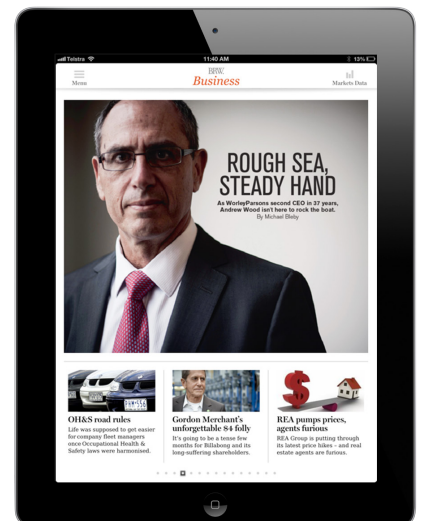
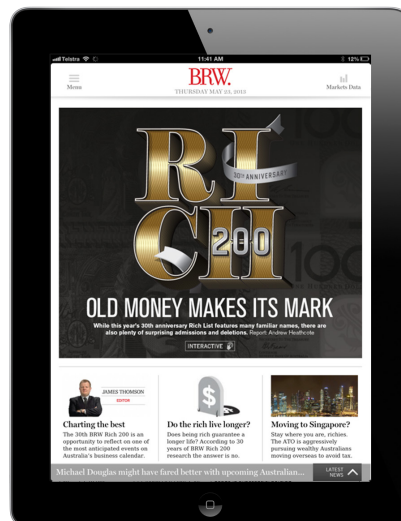
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UNIQUE AUDIENCE

**2:42**

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Source: Nielsen Online Market Intelligence March 2013, <sup>^</sup>Nielsen Online Ratings Feb 2013 (3 month average)



## BRW CONTACTS

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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.

