

BRW MAGAZINE ADVERTISING RATES FY13

BRW ADVERTISING RATES - EXECUTIVE ISSUE (WEEKLY)

FREQUENCY (NUMBER OF ADS)	CASUAL	5x	10x	15x	20x	25x	30x
Full Page	\$11,750.00	\$10,785.00	\$9,818.00	\$8,851.00	\$7,884.00	\$6,917.00	\$5,950.00
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
DPS	\$18,800.00	\$17,256.00	\$15,708.80	\$14,161.60	\$12,614.40	\$11,067.20	\$9,520.00
DPS (incl GST)	\$20,680.00	\$18,981.60	\$17,279.68	\$15,577.76	\$13,875.84	\$12,173.92	\$10,472.00
Half Page	\$7,343.00	\$6,968.00	\$6,614.00	\$5,885.00	\$5,156.00	\$4,427.00	\$3,698.00
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
Third Page	\$5,287.00	\$5,017.00	\$4,702.00	\$4,432.00	\$4,140.00	\$3,861.00	\$3,577.00
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
Quarter Page	\$4,994.00	\$4,724.00	\$4,409.00	\$4,139.00	\$3,847.00	\$3,568.00	\$3,284.00
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
Third DPS	\$9,516.60	\$9,030.00	\$8,463.00	\$7,978.00	\$7,452.00	\$6,949.00	\$6,439.00
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
Strip*	\$3,250.00	\$3,085.00	\$2,890.00	\$2,725.00	\$2,545.00	\$2,375.00	\$2,200.00
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
Full Page	\$16,250	\$15,763	\$15,275	\$14,788	\$14,300	\$13,813	\$13,325
Full Page (incl GST)	\$17,875	\$17,339.30	\$16,802.50	\$16,266.80	\$15,730	\$15,194.30	\$14,657.50
DPS	\$32,660	\$31,680	\$30,700	\$29,721	\$28,741	\$27,761	\$26,781
DPS (incl GST)	\$35,926	\$34,848	\$33,770	\$32,693.10	\$31,615.10	\$30,537.10	\$29,459.10
Half Page	\$10,150	\$9,846	\$9,541	\$9,237	\$8,932	\$8,628	\$8,323
Half Page (incl GST)	\$11,165	\$10,830.60	\$10,495.10	\$10,160.70	\$9,825.20	\$9,490.80	\$9,155.30
Third Page	\$7,850	\$7,615	\$7,379	\$7,144	\$6,908	\$6,673	\$6,437
Third Page (incl GST)	\$8,635	\$8,376.50	\$8,116.90	\$7,858.40	\$7,598.80	\$7,340.30	\$7,080.70
Quarter Page	\$6,900	\$6,693	\$6,486	\$6,279	\$6,072	\$5,865	\$5,658
Quarter Page (incl GST)	\$7,590	\$7,362.30	\$7,134.60	\$6,906.90	\$6,679.20	\$6,451.50	\$6,223.80
Third DPS	\$16,690	\$16,189	\$15,689	\$15,188	\$14,687	\$14,187	\$13,686
Third DPS (incl GST)	\$18,359	\$17,807.90	\$17,257.90	\$16,706.80	\$16,155.70	\$15,605.70	\$15,054.60
Strip*	\$4,140	\$4,016	\$3,892	\$3,767	\$3,643	\$3,519	\$3,395
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