

Changing the way you see commercial real estate



We're making sure your property can't be missed

Powerful advertising across print and digital

With our fully updated and redesigned listings website, CommercialRealEstate.com.au, you now have a much more effective way to sell or lease commercial property.

Property seekers can browse and search commercial property listings on their desktop, tablet or smart phone, with a more user-friendly and sophisticated platform.

Also, our brand's refreshed look and logo help grab their attention, and we've launched a new mobile app offering the best search experience, wherever you are, whatever you're searching for.

And with the integrated power of our three major mastheads - *The Australian Financial Review*, *The Sydney Morning Herald*, and *The Age* - you can discover the best mix of media in the industry to successfully market any commercial property.

As part of Fairfax Media, Australasia's most trusted and diverse media company, we offer unparalleled national reach and visibility, ensuring you engage with the audiences that matter.

CommercialRealEstate can create a fully integrated media advertising solution, planned around your needs and designed to make you stand out. So your ad reaches more of the right people, at every stage of their commercial property search.

Whether you're targeting investors looking for the next big opportunity or businesses searching for commercial premises for sale or lease, CommercialRealEstate ensures you get the attention you deserve.



**Print, desktop, tablet
and mobile media,
working 24/7 to reach
your audience**





THE AGE

The Sydney Morning Herald



Total audience reach **3,278,000***



Total audience reach **5,406,000****

With staggering audience figures, there's no denying that *The Sydney Morning Herald*, which commands the nation's largest total masthead audience, and *The Age*, which is integral to Victorians' lives, are two of Australia's most popular mastheads.

And with CommercialRealEstate, you can make the most of them both, with prime visibility in the Wednesday and Saturday print editions, as well as advertising opportunities across desktop, tablet and mobile platforms.

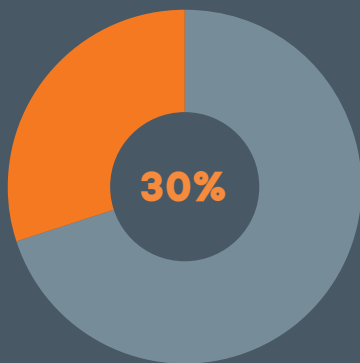
Source: *emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending Mar 2015, Nielsen Online Ratings Mar 2015, people 14+ only. ** emmaTM, conducted by Ipsos MediaCT, people 14+ for the 12 months ending Apr 2015, Nielsen Online Ratings, Apr 2015, people 14+ only.



More eyes in more places

Print advertising is still a highly effective medium for commercial real estate properties, complementing digital campaigns with strong visual impact that's impossible to ignore.

Our industry-leading portfolio of mastheads - *The Australian Financial Review*, *The Sydney Morning Herald*, and *The Age* - in print and digital, brings readers a constantly updated stream of commercial property news and expert market commentary. Created by our highly respected and experienced journalists, these titles ensure a highly engaged and motivated AB audience.



FINANCIAL REVIEW

30% of our Monday to Saturday audience are more likely than average to **invest in commercial property in the next 12 months.****

The Australian Financial Review is one of the industry's most valuable and essential daily business intelligence partners. And with the *Financial Review's* dedicated property print section from Monday to Saturday, coupled with key positioning online and an award-winning app, we can connect you with over 1.409 million* key influencers, entrepreneurs and investors.

Each day in print provides a focus on:

Rural – Monday

Commercial – Tuesday/Wednesday/Thursday/Friday

Residential – Friday/Saturday



Digital Display Advertising

As well as our three major mastheads, CommercialRealEstate can give you access to an even wider audience through the Fairfax Media digital network.

Visit creative.adcentre.com.au to browse digital display and content ad solutions, view videos, scroll through images of individual ad units, access ad specs or request more information. The opportunities to engage with our audiences in unique and interesting ways are endless.

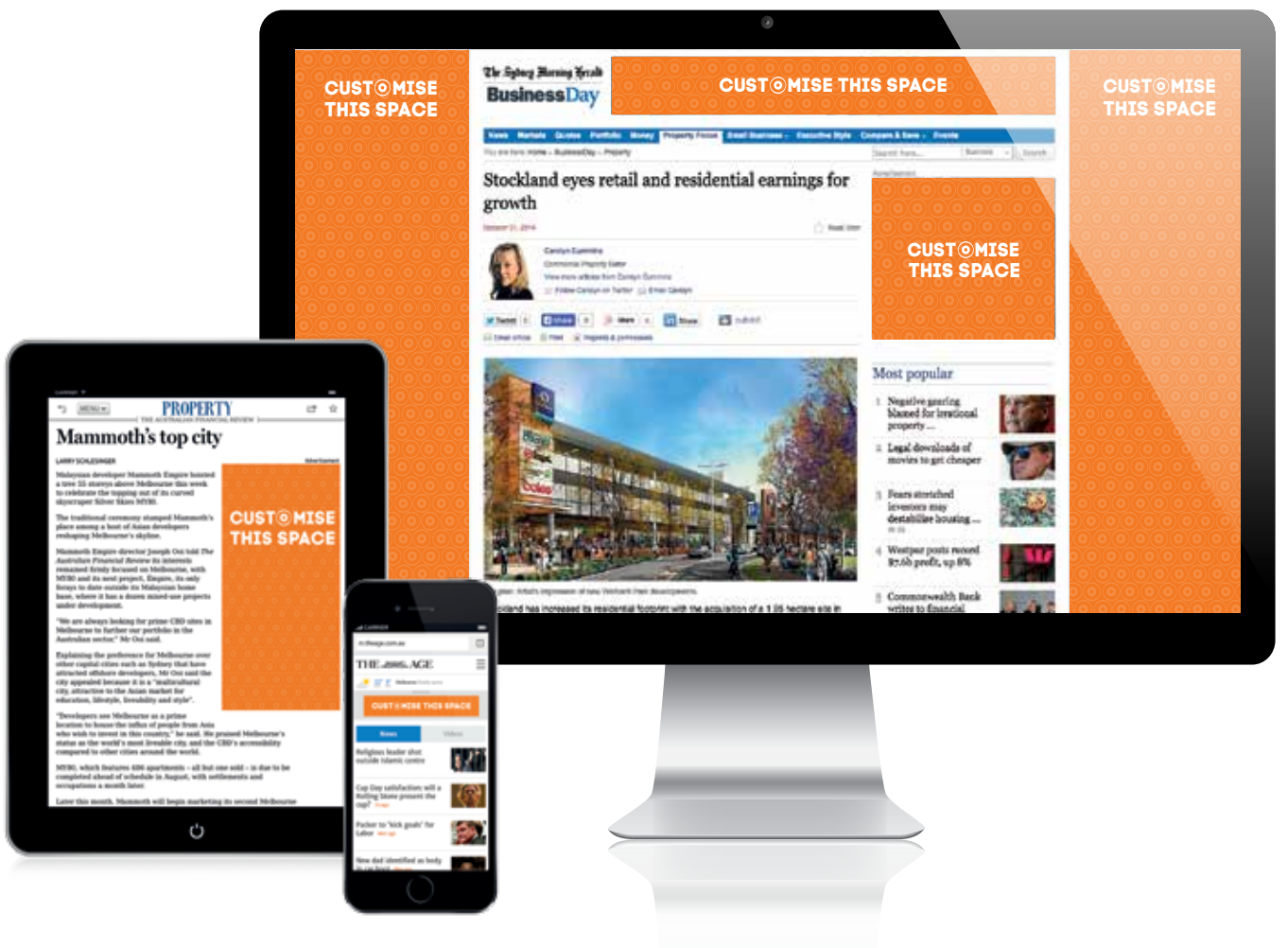
Almost eight million* Australians access Fairfax Media content digitally each month on web, tablet or mobile.

Source: *emmaTM, conducted by Ipsos MediaCT, people 14+ for the 12 months ending July 2014, Nielsen Online Ratings, July 2014, people 14+ only

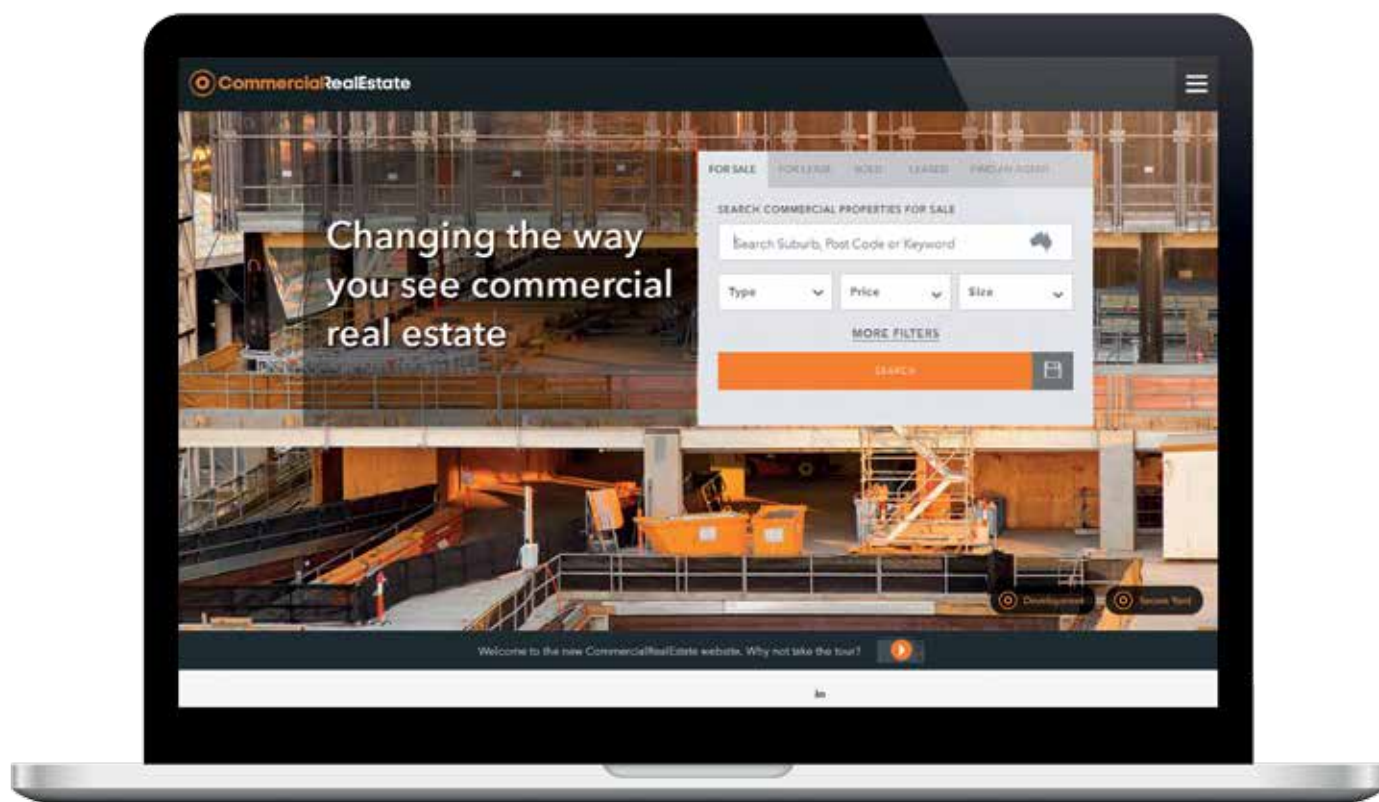




Strong visual impact across the Fairfax Media digital network



Stand out from the crowd

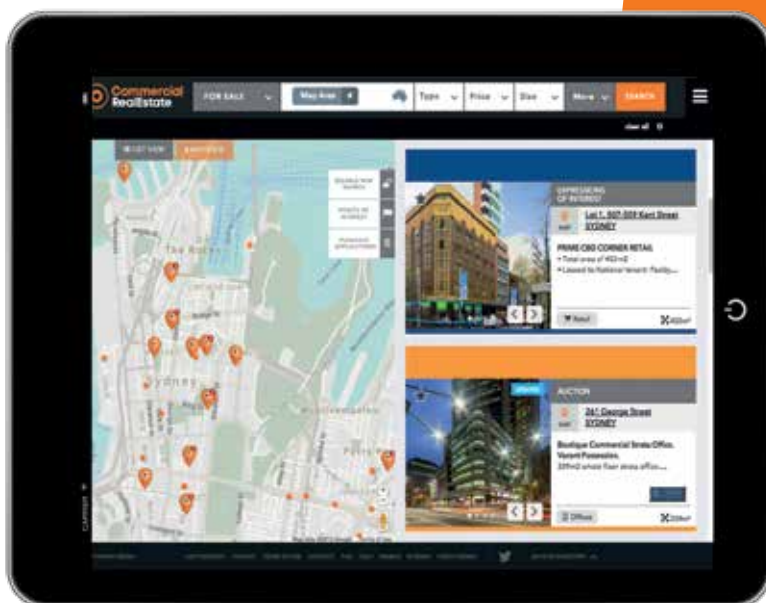


Enhanced online experience and products, designed to convert sales

CommercialRealEstate.com.au gives property seekers an easy-to-use, market-leading property search experience. With maps and keywords at the forefront of search, the site is fully optimised for mobile and tablet as well as desktop.

We've significantly improved the design and user experience of our site, which means more visits, more enquiries and more value for you.

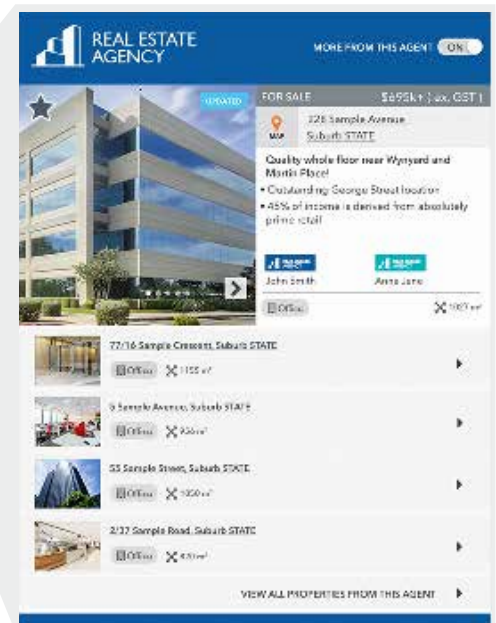
The extensive Fairfax Media digital network already attracts a high quality audience and excellent leads. Now with CommercialRealEstate.com.au, you can enhance your message, using one of our range of online products to draw attention to your brand and property.



Online Products

With an online subscription, you can place an unlimited number of Standard listings – and choose from a range of upgrade options to gain greater visibility for your properties. All upgrades appear across desktop, tablet and mobile.

Platinum Delivers results



FINANCIAL REVIEW

THE AGE theage.com.au

The Sydney Morning Herald smh.com.au

- Positioned in the top section of the search results on CommercialRealEstate.com.au (above Elite Placement, Priority Placement and Standard listings) for maximum exposure.
- The biggest, boldest design ensuring increased listing views and enquiries
- Platinum listings will also appear as a digital advertisement in the real estate and business sections of the major Fairfax news websites (including afr.com.au, smh.com.au and The AGE.com.au), ensuring properties will be seen by the

audiences that matter.

- Displays unlimited property images
- Increased character limit in the property description
- Users can easily access 'more properties from your agency' within the search results that show in your agency branding
- Enhanced agency branding on the Search Results and Property Details page, including display and rotation for conjunctive agents
- Rotated on a regular basis ensuring older listings don't get hidden away



Enhance your visibility



Elite Placement A listing you just can't miss



- A highly prominent position just below Platinum, and above everything else
- More click-throughs to your property details page, generating more enquiries
- Up to four property photos in the search results carousel before opening the listing
- Agency branded header for increased exposure
- Property location highlighted on map with a larger, premium pin
- Your Elite Placement booking appears on our mobile app at no extra charge

Priority Placement

Make your property more visible, cost-effectively



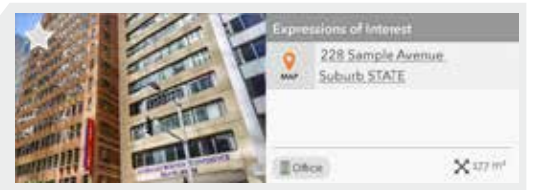
- Prominent position ahead of Standard listings
- Up to two property photos in the search results carousel before opening the listing
- More click-throughs to your property details page
- Property location highlighted on map with a larger, premium pin
- Your Priority Placement booking appears on our mobile app at no extra charge

All upgrades appear across desktop, tablet and mobile



Standard

As many listings for your property as you need



- Unlimited Standard listings with an online subscription
- A good way to start advertising a commercial property



**More integrated,
more responsive,
more successful**



With an enhanced user experience and products to help bring you more customers and faster results, the fully integrated CommercialRealEstate platform is just the start of our plan to change the way you see commercial real estate

Contact us today

1800 999 982 • info@commercialrealestate.com.au

