

AFR WEEKEND

MEDIA KIT 2016



THE HIDDEN LIFE OF
SIR IAN POTTER

PHOTO:ARSINEH HOUSPIAN



TRAMWAY TO HEAVEN

The Gold Coast's new \$1.26bn tram network is transforming Queensland's 'Glitter Strip' and is part of a light rail resurgence with projects underway in Canberra, Sydney and mooted for Newcastle, Perth and Adelaide.

PHOTO: GLENN HUNT

AFR WEEKEND OVERVIEW

AFR Weekend casts off the tie, suit and stockings and slips into weekend wear. It's unmistakably *The Australian Financial Review*; news-breaking, agenda setting and authoritative. It covers everything readers need to know about politics, business and finance. But it also ventures beyond those topics to reflect the non-work interests and passions of its readers.

Under the helm of a new editor, *AFR Weekend* shifted gear at the start of 2014 into a livelier paper that better reflects the weekend mindset of its readers. It has the same personality as the Monday to Friday *Financial Review*, but reflects a different mood with bigger pictures, more coverage of the arts, sport and culture and more long-form features. It's the perfect way for switched-on people to switch off on their weekends.

AUDIENCE PROFILE

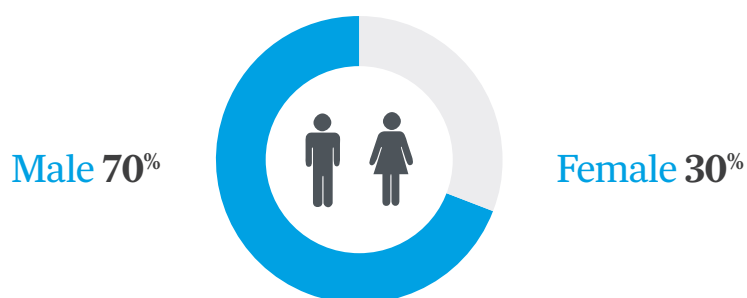
READERSHIP

116,000

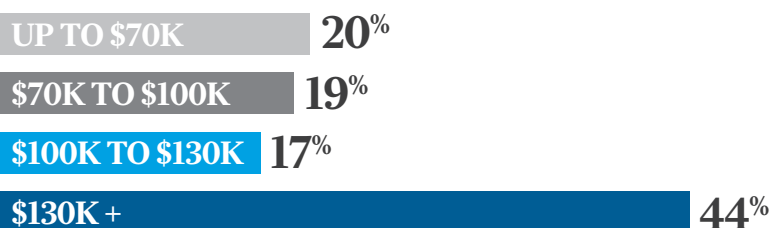
CIRCULATION

55,354*

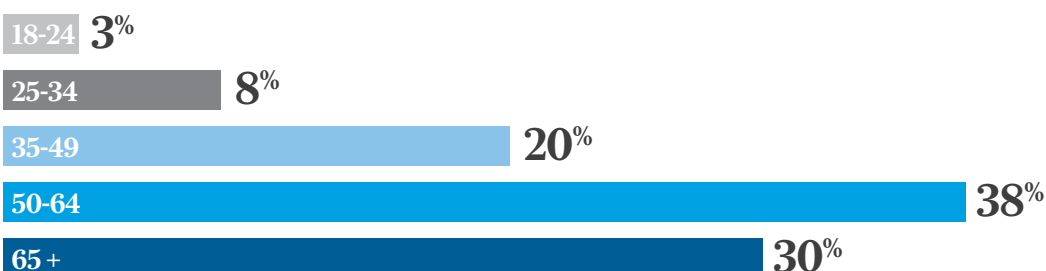
Gender



Full-Time Income~



Age



Demographics

TERTIARY EDUCATED

71%

(vs. 36% population avg)

SOCIAL A GRADE

55%

(vs. 21% population avg)

C-SUITE REACH

27%[^]

Source: emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending October 2014.

~Base: Employed FT; *ABC September 2014; ^Business Elite Australia Survey 2014



GREAT SOUTHERN LAND

Style icons from the 1980's are staging a comeback: Ken Done is helping design a new production of 'Emerald City' while knitwear brand Coogi is being reborn in New York.

PHOTO: NIC WALKER

AFR WEEKEND SECTIONS



NEWS

The breaking stories and analysis of the events that matter in Australia and around the world. The news section of *AFR Weekend* mixes news breaks and major scoops with mini-reads that allow readers to 'catch-up' on the big events of the week.



COMPANIES & MARKETS

Dive deep into who's making money, who's losing it and what's driving the Australian economy. The Companies & Markets section of *AFR Weekend* looks beyond the daily news to cover the people and industry trends that are shaping Australian business.

AFR WEEKEND SECTIONS



LIFE & LEISURE

Sharp and sophisticated lifestyle content for discerning readers. A liftout that also appears in the Friday *Financial Review*, Life & Leisure encapsulates the best of fashion, food, travel and design. It includes John Davidson's popular Digital Life column on the latest in technology and Tony Davis' motoring column.



PERSPECTIVE

AFR Weekend's news feature section, Perspective, reveals what's really driving current events. It regularly dives into politics, economics and business but also dips into the arts, society and sport. It aims to surprise readers, applying the *Financial Review's* intelligence to topics that are not always covered in the weekday paper. It's a must read for anyone who wants to really understand how the world works.

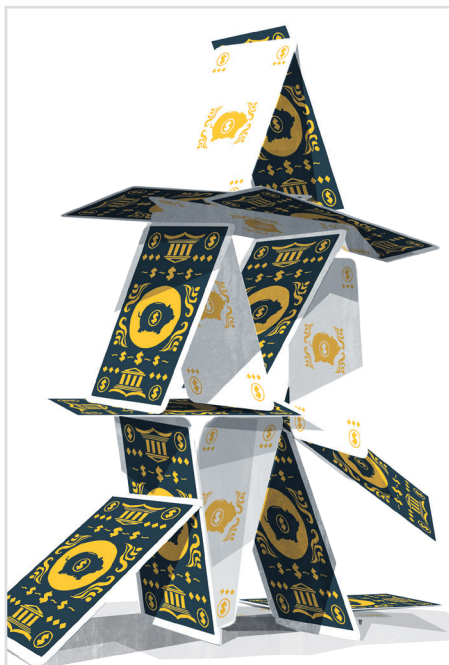


PROPERTY

Monday to Saturday, the Property section in the *Financial Review* explores who bought, who sold and who made money from the property market across Australia, with coverage provided by dedicated journalists in all the major capital cities. The section carries a range of news, features, analysis and profiles focusing on the listed property trusts, developers, fund managers and private investors.

Those advertisers attracted to the Property section are leading commercial property agencies, government bodies, suburban residential property agencies, corporate institutions and property recruitment consultants.

AFR WEEKEND SECTIONS



SMART INVESTOR WEEKEND

Personal finance is core to the AFR. The demand for independent, insightful analysis of economies, markets and products is stronger than ever. Smart Investor Weekend gives the AFR a single personal finance brand, whose mission is to help readers create and preserve their wealth. It is a mission we take seriously.

Edited by Debra Cleveland, Smart Investor Weekend has launched two new columns. Patrick Commins will decipher the noise of the week and tell investors what they need to digest. Another column will focus on international investments. Key columnists, including Christopher Joye and Karen Maley, provide timely information to help readers manage their portfolios and their finances in general.



WEEKEND FIN

Explore life, culture, literature, design and the trends changing our society with the Weekend Fin. Pick up on the stories of the moment, covered in-depth with beautifully textured writing. Hear from the famous, the infamous, the super-wealthy and the quiet achievers about their lives and what drives them.

Weekend Fin includes extracts from hot new books from those in the intellectual know, John McDonald's incisive reviews on the latest films and the ever popular lunch with the AFR. You'll stay ahead of the curve on the way we think and the way we are.

NEWSPAPER INSERTED MAGAZINES



Life & Leisure Luxury is a glossy, large-format magazine that appears quarterly in *The Australian Financial Review*. From its May 2007 launch issue, *Luxury* was an instant success with readers and advertisers alike.

Luxury continues to build its following, combining in-depth coverage of the faces and figures behind the global luxury industry with the latest trends and products here and overseas, including: fashion, motoring, grooming, watches, jewellery, design, technology, food & wine, property, architecture and interiors.



Life & Leisure The Sophisticated Traveller magazine showcases the finest travel writing and photography, from home, the region and the rest of the world. It is published quarterly and hosted by Australia's most respected daily business newspaper *The Australian Financial Review*.

Sophisticated Traveller provides a high end travel environment to cater to our high net worth audiences' travel interests.

AFR WEEKEND RATES

AFR WEEKEND

ANNUAL COMMITMENT (\$)	CASUAL	\$75K	\$150K	\$300K	\$500K	\$750K	\$1MIL+
Run of paper rate	\$50.13	\$47.12	\$44.12	\$41.10	\$38.10	\$35.09	\$32.08
Run of paper rate (incl GST)	\$55.14	\$51.83	\$48.53	\$45.21	\$41.91	\$38.60	\$35.29

Discount is calculated by projected advertising spend in the Financial Review over a 12 month period. \$pcc= Dollars per column centimetre.

POSITION + COLOUR

PREFERRED POSITIONS	WEEKEND	COLOUR OPTIONS
Early General News (prior 21)	40%	NATIONAL COLOUR 40%
Early General News Right Hand Page	60%	
Right Hand Page	30%	
Facing/Consecutive Pages	20%	RECRUITMENT COLOUR 30%
Sections: Companies & Markets, Smart Money, Enterprise, Legal Affairs	20%	
All Other Sections (incl Property)	20%	
Special Reports (incl colour)	45%	

*Excludes Recruitment advertising

PREMIUM POSITIONS (INCL COLOUR)	WEEKEND	INCL GST
Front Page (5x7 Mon - Fri) (7x7 Weekend)	\$8,000	\$8,800.00
Outside Back Page (8x7)	\$5,000	\$5,500.00
Ear Space (1.5x4cms) sold only with strip ad	\$500	\$550.00
Watermark: Share Tables	\$2,000	\$2,200.00

DEADLINES

Booking & cancellation deadlines:

10AM two business days prior to publication.

Material deadlines:

12PM one business day prior to publication.

Rates effective until 31 December 2016. Rates are subject to change.

Contact your Financial Review sales representative for further details.

Rates are for newspaper only. (Life & Leisure separate ratecard).

For creative options bookings and information contact

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LIFE & LEISURE RATES

FINANCIAL REVIEW LIFE & LEISURE SECTION (FRIDAY & WEEKEND)

FREQUENCY	CASUAL	4X	8X	12X	16X	20X	24X
DISCOUNT	CASUAL	5%	10%	15%	20%	25%	30%
Full Page (38x7)	\$19,434	\$18,462	\$17,491	\$16,519	\$15,547	\$14,575	\$13,604
Full Page (38x7) Incl GST	\$21,377.40	\$20,308.20	\$19,240.10	\$18,170.90	\$17,101.70	\$16,032.50	\$14,964.40
DPSC (38x14)	\$35,000	\$33,250	\$31,500	\$29,750	\$28,000	\$26,250	\$24,500
DPSC (38x14) Incl GST	\$38,500.00	\$36,575.00	\$34,650.00	\$32,725.00	\$30,800.00	\$28,875.00	\$26,950.00
Junior Page (28x5)	\$10,220	\$9,709	\$9,198	\$8,687	\$8,176	\$7,665	\$7,154
Junior Page (28x5) Incl GST	\$11,242	\$10,679.90	\$10,117.80	\$9,555.70	\$8,993.60	\$8,431.50	\$7,869.40
Half Page (20x7)	\$10,220	\$9,709	\$9,198	\$8,687	\$8,176	\$7,665	\$7,154
Half Page (20x7) Incl GST	\$11,242	\$10,679.90	\$10,117.80	\$9,555.70	\$8,993.60	\$8,431.50	\$7,869.40
Third Page (20x4)	\$5,845	\$5,553	\$5,260	\$4,968	\$4,676	\$4,384	\$4,091
Third Page (20x4) Incl GST	\$6,429.50	\$6,108.30	\$5,786.00	\$5,464.80	\$5,143.60	\$4,822.40	\$4,500.10
Quarter Page (20x3)	\$4,384	\$4,165	\$3,946	\$3,726	\$3,507	\$3,288	\$3,069
Quarter Page (20x3) Incl GST	\$4,822.40	\$4,581.50	\$4,340.60	\$4,098.60	\$3,857.70	\$3,616.80	\$3,375.90
Strip Ad (10x7)	\$5,114	\$4,858	\$4,603	\$4,347	\$4,091	\$3,835	\$3,580
strip Ad (10x7) Incl GST	\$5,625.40	\$5,343.80	\$5,063.30	\$4,781.70	\$4,500.10	\$4,218.50	\$3,938.00
Strip Ad 2 (5x7)	\$2,557	\$2,429	\$2,301	\$2,173	\$2,046	\$1,918	\$1,790
Strip Ad 2 (5x7) Incl GST	\$2,812.70	\$2,671.90	\$2,531.10	\$2,390.30	\$2,250.60	\$2,109.80	\$1,969.00
10x4	\$4,160	\$3,952	\$3,744	\$3,536	\$3,328	\$3,120	\$2,912
10x4 Incl GST	\$4,576.00	\$4,347.20	\$4,118.40	\$3,889.60	\$3,660.80	\$3,432.00	\$3,203.20
10x3	\$3,120	\$2,964	\$2,808	\$2,652	\$2,496	\$2,340	\$2,184
10x3 Incl GST	\$3,432.00	\$3,260.40	\$3,088.80	\$2,917.20	\$2,745.60	\$2,574.00	\$2,402.40
10x2	\$2,080	\$1,976	\$1,872	\$1,768	\$1,664	\$1,560	\$1,456
10x2 Incl GST	\$2,288.00	\$2,173.60	\$2,059.20	\$1,944.80	\$1,830.40	\$1,716.00	\$1,601.60
Special Retail Module*	\$850						

PREMIUM POSITIONS

Front Page (10cm x 7cols)	\$9,000
Front Page (10cm x 7cols) incl GST	\$9,900
Front Page (8cm x 7cols)	\$8,000
Front Page (8cm x 7cols) incl GST	\$8,800
Front & Back Page Ribbon Wrap (8cm x 15cols)	\$15,000
Front & Back Page Ribbon Wrap (8cm x 15cols) incl GST	\$16,500

LOADING	
Page 3, 5 & 7	20%
Right Hand Page in Front Half	15%
Right Hand Page	10%
Front Half / Sections	10%

STATE SPLITS (RUN OF PAPER) FULL/HALF/JUNIOR PAGES ONLY	
NSW/ACT	50%
VIC/TAS	40%
QLD	40%
SA	Subject to availability
WA	Subject to availability

DEADLINES

Booking & cancellation deadlines:
10AM Monday prior to publication.

Material deadlines:
12PM Tuesday prior to publication.

Rates include colour and effective until 31 December 2016. Rates are subject to change. Contact your Financial Review sales representative for further details. *100% cancellation charge applies for State splits. Rates are for newspaper only.

For creative options bookings and information contact
David Higgins
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INSERT RATES, SIZES & QUANTITIES

PRODUCTION DAY	DISTRIBUTION	QUANTITY	INSERT COST	INSERT + GST	PRINT & INSERT COST	PRINT & INSERT + GST
MON-THURS	NATIONAL	86,170	\$17,234.00	\$18,957.40	\$25,818.00	\$28,399.80
SATURDAY	NATIONAL	92,530	\$18,506.00	\$20,356.60	\$27,506.00	\$30,256.60
MON-THURS	NSW INC CANBERRA	35,950	\$7,190.00	\$7,909.00	\$10,990.00	\$12,089.00
SATURDAY	NSW INC CANBERRA	35,960	\$7,192.00	\$7,911.20	\$11,112.00	\$12,223.20
MON-THURS	SYD METRO	28,050	\$5,610.00	\$6,171.00	\$8,886.00	\$9,774.60
SATURDAY	SYD METRO	20,980	\$4,196.00	\$4,615.60	\$6,688.00	\$7,356.80
MON-THURS	VIC	24,190	\$4,838.00	\$5,321.80	\$7,642.00	\$8,406.20
SATURDAY	VIC	24,610	\$4,922.00	\$5,414.20	\$7,778.00	\$8,555.80
MON-THURS	MELB- METRO	20,550	\$4,110.00	\$4,521.00	\$6,560.00	\$7,216.00
SATURDAY	MELB- METRO	18,410	\$3,682.00	\$4,050.20	\$6,032.00	\$6,635.20
MON-THURS	QLD	12,580	\$2,516.00	\$2,767.60	\$4,288.00	\$4,716.80
SATURDAY	QLD	16,380	\$3,276.00	\$3,603.60	\$5,676.00	\$6,243.60
MON-THURS	BRISBANE METRO	8,250	\$1,650.00	\$1,815.00	\$2,980.00	\$3,278.00
SATURDAY	BRISBANE METRO	7,820	\$1,564.00	\$1,720.40	\$2,834.00	\$3,117.40
MON-THURS	WA	8,250	\$1,650.00	\$1,815.00	\$3,246.00	\$3,570.60
SATURDAY	WA	9,530	\$1,906.00	\$2,096.60	\$3,656.00	\$4,021.60
MON-THURS	SA	4,150	\$1,141.25	\$1,255.38	\$2,329.25	\$2,562.18
SATURDAY	SA	4,800	\$1,320.00	\$1,452.00	\$2,584.00	\$2,842.40
MON-THURS	TAS	1,050	\$525.00	\$577.50	POA	POA
SATURDAY	TAS	1,250	\$625.00	\$687.50	POA	POA

SINGLE SHEET		
	135GSM	170GSM
MULTIPLE SHEET		
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 deadlines:

2 weeks prior to publication date

Delivery to site:

1 week prior to publication date

DEADLINES - PRINTING AND INSERTING

Booking & cancellation:

3 weeks prior to publication date

Delivery to site:

1 week 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.

*Print costs are subject to change.

For creative options bookings and information contact

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AFR WEEKEND CREATIVE OPTIONS

ADHESIVE NOTES

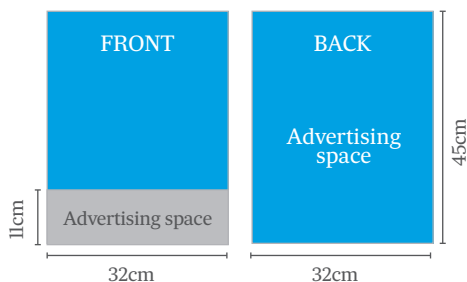


Specifications

Size: 73mm x 72mm
Print: 4 colour front,
1 colour back
Complete state runs only
AdNotes are subject to
editorial approval

PRODUCTION DAY	DISTRIBUTION	QUANTITY	ADNOTE COST	ADNOTE + GST
MON-THURS	NATIONAL	84,100	\$24,809.50	\$27,290.45
SATURDAY	NATIONAL	89,350	\$26,358.25	\$28,994.08
MON-THURS	NSW INC CANBERRA	35,950	\$15,458.50	\$17,004.35
SATURDAY	NSW INC CANBERRA	35,960	\$15,462.80	\$17,009.08
MON -THURS	VIC	24,190	\$11,611.20	\$12,772.32
SATURDAY	VIC	24,610	\$11,812.80	\$12,994.08
MON-THURS	QLD (ORMISTON)	11,560	\$8,670.00	\$9,537.00
SATURDAY	QLD (ORMISTON)	14,450	\$10,837.50	\$11,921.25
MON-THURS	WA	8,250	\$7,837.50	\$8,621.25
SATURDAY	WA	9,530	\$9,053.50	\$9,958.85
MON-THURS	SA	4,150	\$7,055.00	\$7,760.50
SATURDAY	SA	4,800	\$8,160.00	\$8,976.00

POCKETS & GLOSS WRAPS



Specifications

Stock 250gsm A2 Gloss Artboard
Flat Size 560 x 350mm
Finished Size 450 x 320mm
Print Full cover front & back
CBD Monday to Thursday runs only
Advertising Pockets are subject to editorial approval

PRODUCTION DAY	DISTRIBUTION	QUANTITY	POCKET COST	POCKET+ 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	\$21,250.00	\$23,375.00
MON-THURS	ADELAIDE CBD	1,600	\$13,600.00	\$14,960.00

DEADLINES - INSERTING ONLY

Booking & cancellation deadlines:

Minimum of six (6) weeks prior to publication date.

Discount apply to regular *Financial Review* advertisers and combine CBD runs.

Rates effective until 31 December 2016.

Cost includes media, stock, printing, delivery and newsagent production fees.

*Exact art specifications supplied on confirmation of booking.

For creative options bookings and information contact

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AFR WEEKEND CREATIVE OPTIONS

BELLYBANDS



PRODUCTION DAY	DISTRIBUTION	QUANTITY	BB COST	BB+ GST
MON-THURS	National CBDs	30,300	\$82,113.00	\$90,324.30
MON-THURS	Sydney CBD	11,600	\$40,600.00	\$44,660.00
MON-THURS	Melbourne CBD zone 1	9,900	\$34,650.00	\$38,115.00
MON-THURS	Brisbane CBD	4,700	\$25,850.00	\$28,435.00
MON-THURS	Perth CBD	2,500	\$14,250.00	\$15,675.00
MON-THURS	Adelaide CBD	1,600	\$9,280.00	\$10,208.00

Specifications

Stock 250gsm A2 Gloss Artboard
 Size 70 x 570mm
 Print Full cover (both side optional)
 CBD Monday, Tuesday and Thursday
 runs only. Bellybands are subject to
 editorial approval

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 information contact

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