



2015-16

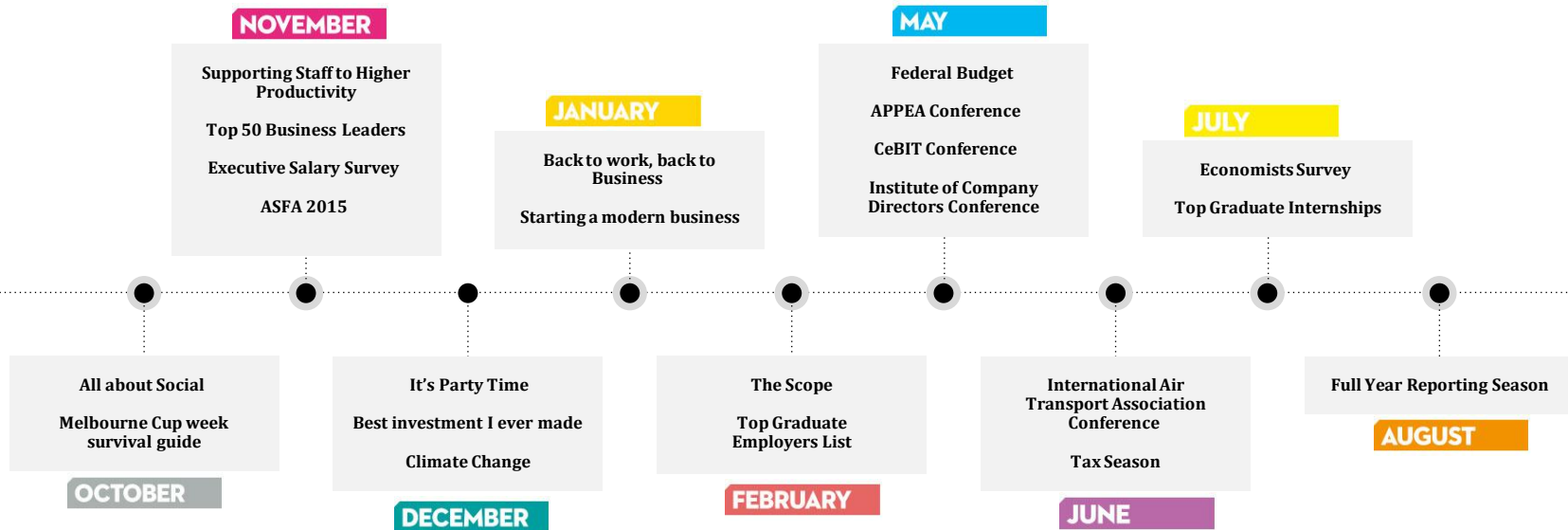
FINANCIAL REVIEW

BusinessDay

**EDITORIAL
CALENDAR**

2015-16 EDITORIAL CALENDAR

The Australian Financial Review and BusinessDay editorial road map for 2015 - 2016.





OCTOBER

ALL ABOUT SOCIAL

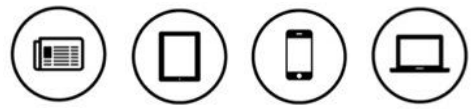
All about Social

OVERVIEW

No business can operate without a digital presence. We'll be exploring everything small businesses need to do to engage with clients online.

PACKAGES

Bespoke packages available across all platforms for MySmallBusiness





OCTOBER

NOVEMBER

MELBOURNE CUP WEEK SURVIVAL GUIDE

Melbourne Cup week survival guide

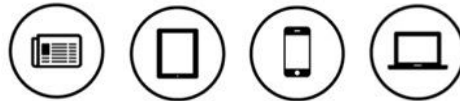
OVERVIEW

Melbourne Cup week is a massive event on the corporate calendar. Entertaining clients, networking up a storm and rewarding staff with a bit of morale boosting fun. It is a moment of the year stuffed with opportunity for businesses and sprinkled with some risks.

This year BusinessDay is going to tell you how to make the most of the former and avoid the worst of the latter.

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NOVEMBER

SUPPORTING STAFF TO HIGHER PRODUCTIVITY

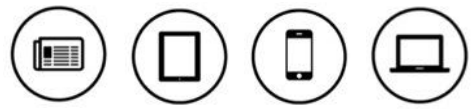
Supporting Staff to Higher Productivity

OVERVIEW

This month we focus on what businesses can do to drive staff engagement, retention and satisfaction.

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NOVEMBER

TOP 50

BUSINESS LEADERS

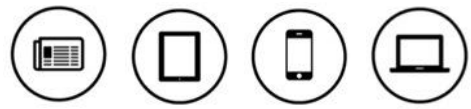
Top 50 Business Leaders

OVERVIEW

In 2013 The Australian Financial Review named 50 business people who had made the deepest impression in the half-century since we became Australia's first national daily in 1963. We called them the "leaders, builders, pioneers and stirrers". Now at the end of each year, our editors and senior writers will pick the key business people who have stood out in the previous 12 months or who merit inclusion because of their efforts over a longer period.

PACKAGES

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NOVEMBER

EXECUTIVE SALARY SURVEY

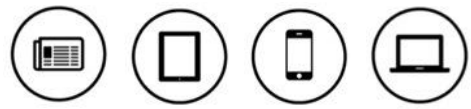
Executive Salary Survey

OVERVIEW

The Australian Financial Review Executive Salary Survey is the authoritative source of information on what executives at Australia's largest listed companies earn. For more than a decade, detailed coverage of the most highly paid executives is published at the end of reporting season.

PACKAGES

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NOVEMBER

ASFA 2015

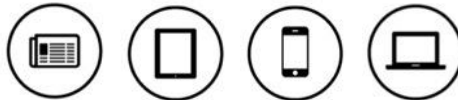
ASFA 2015

OVERVIEW

Superannuation has become a burning national issue affecting every Australian. The structure and rules around the national retirement savings plan will be an important topic at this national get together of the industry. This conference brings together top experts in this area.

PACKAGES

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FINANCIAL REVIEW

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DECEMBER

IT'S PARTY TIME

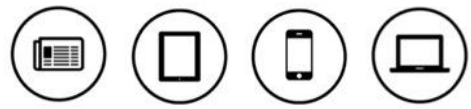
It's Party Time

OVERVIEW

Great work parties that bring the team together and don't break the budget.

PACKAGES

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SUCCESS



DECEMBER

**BEST INVESTMENT
I EVER MADE**

Best investment I ever made

OVERVIEW

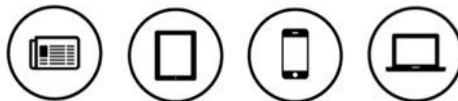
This is the number one anecdote people want to hear from successful people.

They are often surprising and can be highly entertaining. Performance drive investors will often remember it was the little punt that delivered 1000 per cent return on investment rather than the one that delivered more money but at a much lower rate.

We target prominent Australians and ask them this simple question – *‘What is the best investment you’ve ever made?’*

PACKAGES

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Conference of the Parties to the United Nations Framework Convention on Climate Change

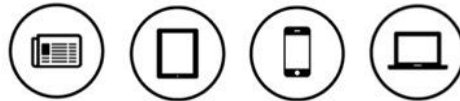
OVERVIEW

A crucial conference which aims to achieve a new international agreement on the climate. Important decisions will be debated on the future of the measure to mitigate the effects of climate change that will have an impact on business and investors.

This is an international conference with Australian input to be held in Paris, France.

PACKAGES

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JANUARY

BACK TO WORK, BACK TO BUSINESS

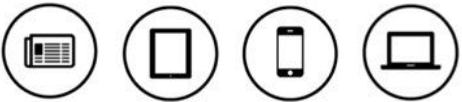
Back to work, back to Business

OVERVIEW

We explore everything small businesses need to do to drive revenue and profits in 2016. Guiding our audience onto the path of success for 2016 and beyond!

PACKAGES

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JANUARY

STARTING A MODERN BUSINESS



Starting a modern business

OVERVIEW

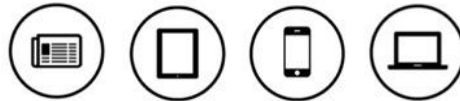
This is the time of year when people resolve to take the plunge and strike out on their own.

We aim to give these people the confidence to get going by providing a start-to-finish guide to starting a modern business right here and now , no more excuses.

Through news read style articles, mentor pieces, lists and case studies presented in an engaging and lively way MySmallBusiness will set free a thousand ideas.

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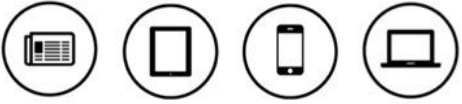
The Scope

OVERVIEW

Scope gathers sharp predictions from 25 leading minds on the most important economic markers in our economy. It will provide the scope for your big decisions as well as a telescope view of the economy from the best minds in the country. Peter Martin helps the coverage of this definitive guide to our economy and where it is going. BusinessDay crafts questions relevant to the here and now. Will the dollar keep falling? Will real estate markets top out? Where are interest rates going? Answers are guaranteed to be engaging and will be presented in an interactive way.

PACKAGES

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FEBRUARY

TOP GRADUATE EMPLOYERS LIST

Top Graduate Employers List

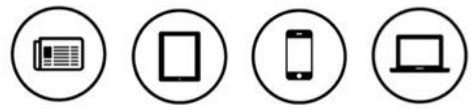
OVERVIEW

Based on a rich data set from tens of thousands of graduating students, The Australian Financial Review, in partnership with GradConnection, will name the top 100 graduate employers for 2016 and examine the profiles of the students who choose them.

This Feature will include an in-depth analysis of the graduate employment market, career opportunities with the top employers and the factors which are critical in graduate career choice. Universities will also be placed under the microscope as we examine how they are preparing students for the job market and the growth of internships.

PACKAGES

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MAY

FEDERAL BUDGET

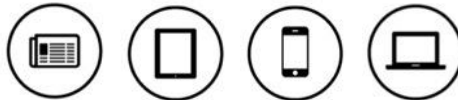
Federal Budget

OVERVIEW

The final budget of the Coalition government's first term will be delivered in May. It's the government's final economic pitch to the nation ahead of the crucial federal election. The budget will contain a series of measures affecting all Australians including investors, small business operators and big business. Fairfax Media's coverage will provide readers with the most comprehensive independent coverage of the economic statement and will explain in easy to understand graphics and tables how it will affect Australia.

PACKAGES

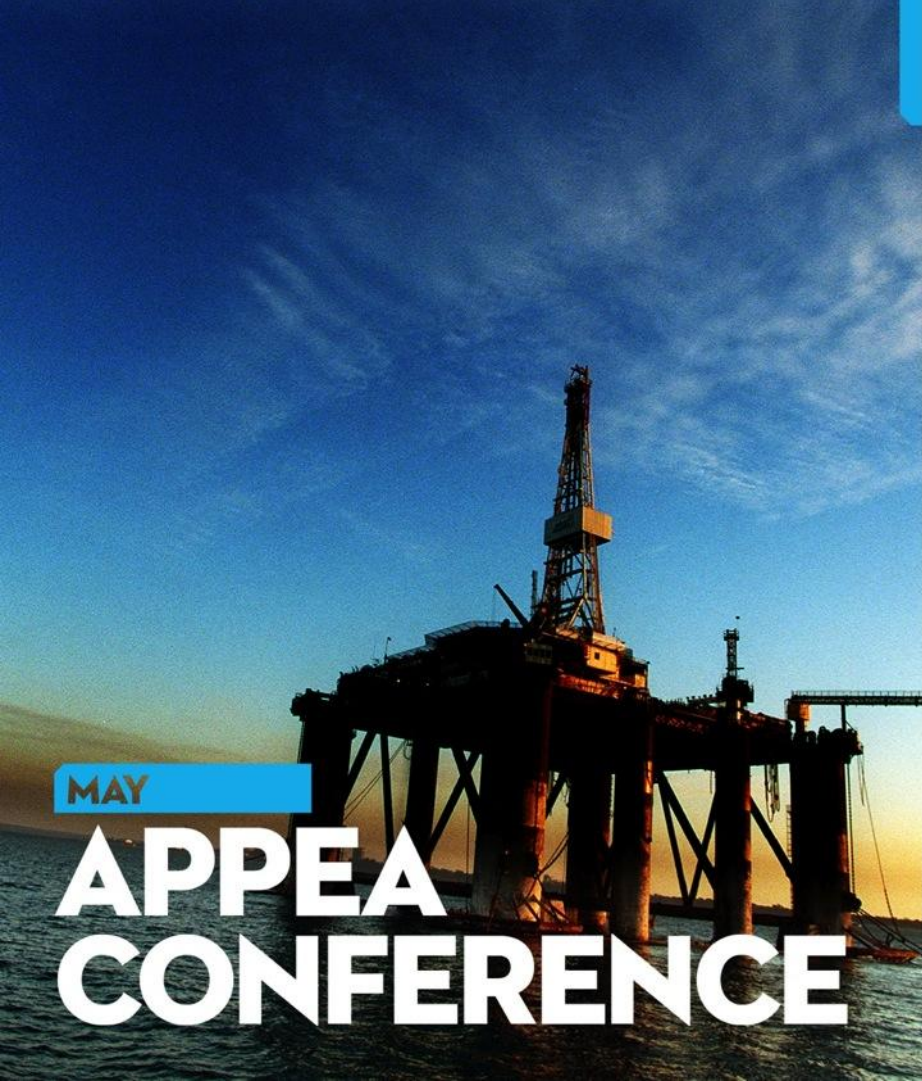
Bespoke packages available across all platforms for The Australian Financial Review and BusinessDay.



FINANCIAL REVIEW

BusinessDay

Fairfax Media



MAY

APPEA CONFERENCE

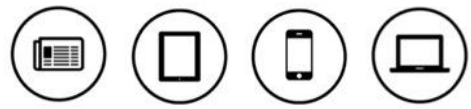
APPEA Conference

OVERVIEW

This is the premier conference for Australia's gas and oil exploration and production industry bringing together the CEOs and leaders from major companies. The business team of experts will provide in depth coverage of this important event analysing the key issues for one of the nation's most important industries.

PACKAGES

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MAY

CEBIT CONFERENCE

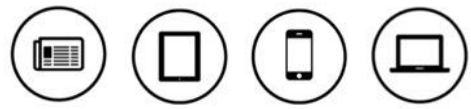
CeBIT Conference

OVERVIEW

This global business technology event features a line-up of inspiring international and local speakers. It's a forum for showing-off innovation and cutting-edge technology. This event brings some of the world's technology innovators to Australia. Fairfax will be there reporting on how these innovations affect Australian Business.

PACKAGES

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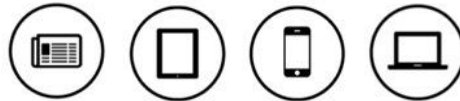
Institute of Company Directors Conference

OVERVIEW

The nation's largest community of business leaders meet to discuss issues on the theme of Australian Business in Asia. This conference explores issues critical to company directors.

PACKAGES

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MAY

INSTITUTE OF COMPANY

**DIRECTORS
CONFERENCE**

FINANCIAL REVIEW

BusinessDay

Fairfax Media



JUNE

INTERNATIONAL AIR TRANSPORT

ASSOCIATION CONFERENCE

International Air Transport Association Conference

OVERVIEW

The world's major airlines converge on Dublin for the leading global conference on air transport. Representatives of the world's leading airlines and aviation experts on the latest trends for the industry.

PACKAGES

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Tax Season

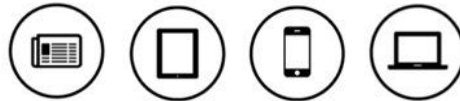
OVERVIEW

With the end of financial year fast approaching, now's the time to review your tax position and strategically plan business expenses to ensure you end the year in the best financial health possible. This special will cover the deductions that matter; changes in tax rules business owners need to know; and what business can do to be on the front-foot with tax planning.

It's the must-read guide for every small business owner this financial year.

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JULY

ECONOMIST SURVEY

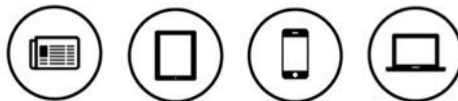
Economists Survey

OVERVIEW

BusinessDay's closely watched Economic Survey of Australia's top economists delivers detailed predictions and insights on the direction of our economy, the outlook of the dollar, economic growth, employment, share markets and much more.

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JULY

TOP

GRADUATE INTERNSHIPS

Top Graduate Internships

OVERVIEW

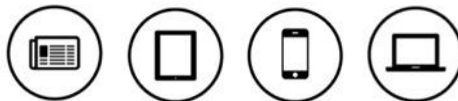
Off the back of our Graduate Employers Feature, The Australian Financial Review partnering again with GradConnection, will name the Top 50 Internship Employers of 2016.

The feature will contain analysis of the growing number of graduate internships being offered by employers, and the role they play for graduates in finding the best jobs to suit their qualifications and career aspirations.

In addition this feature aims to profile internship seekers, and those who have transitioned from an internship into a graduate job.

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ASX

AUGUST

FULL YEAR

**REPORTING
SEASON**

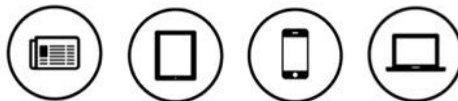
Full Year Reporting Season

OVERVIEW

Keep abreast of the 2015 full-year reporting season with The Australian Financial Review. Coverage contains essential information for business leaders and investors.

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FINANCIAL REVIEW

BusinessDay

Fairfax Media



APPENDIX

2015-16 MONTHLY REACH

TOTAL REACH
AFR + BusinessDay (all platforms)
4,223,000

FINANCIAL REVIEW



1,458,000
Total Masthead



920,000
Print



539,000
Web



120,000
Tablet



114,000
Mobile



197,000
Mobile OR App

BusinessDay



3,601,000
Total Masthead



1,428,000
Print



1,478,000
Web



350,000
Tablet App



1,274,000
Mobile



1,516,000
Mobile OR App

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