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# FINANCIAL REVIEW

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**Media Kit 2016**

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*When you know, you have the confidence to act, the ability to drive decisions.*

*The insights and intelligence gained from The Australian Financial Review keeps you ahead.*

Since beginning as a weekly in 1951, *The Australian Financial Review* has played a central role in informing and charting the business life of the nation. Last year, it celebrated its 50th year as Australia's first national daily newspaper. In the decades since, the *Financial Review* has become the essential daily read for executive decision makers, sophisticated investors and those who promote national prosperity. In the process, it has become a national institution, widely regarded as Australia's premium business, finance and political publication and recognised for its news-breaking, agenda-setting and authoritative journalism. All this is generated from the nation's biggest business and finance newsroom.

The *Financial Review* also includes the nation's leading business-related magazines, *The Australian Financial*

*Review Magazine* and *BOSS*, both inserted monthly along with *Luxury* and *Sophisticated Traveller* magazines several times a year.

On Saturday, the newspaper transforms into *AFR Weekend* to reflect the wider and sophisticated interests of the *Financial Review's* readers. This includes the Smart Investor Weekend liftout to cover readers' personal finance interests. The Perspective section covers the big issues of the week in greater detail. And, at the back of the book, the Weekend Fin section indulges in the world of ideas, arts and other passions.

Of course, the *Financial Review* these days is much more than the printed product. The masthead's website [afr.com](http://afr.com) - now undergoing a major makeup - is Australia's premiere business and finance

online site that provides all the news from the newspaper and more in a more timely and up-to-date fashion. The [afr.com](http://afr.com) site is renowned for breaking business and finance news. And the *Financial Review's* award-winning app for iPad combines the edition format of the daily newspaper with the news-breaking of the online site. Since emerging into the world as a weekly newspaper more than six decades ago, the *Financial Review* now serves its readers according to when ever and where ever they want to get on top of the news.



**MICHAEL STUTCHBURY**  
Editor in Chief  
*The Australian Financial Review*



The Australian Financial Review is the essential daily business intelligence partner for leading business professionals and personal investors.

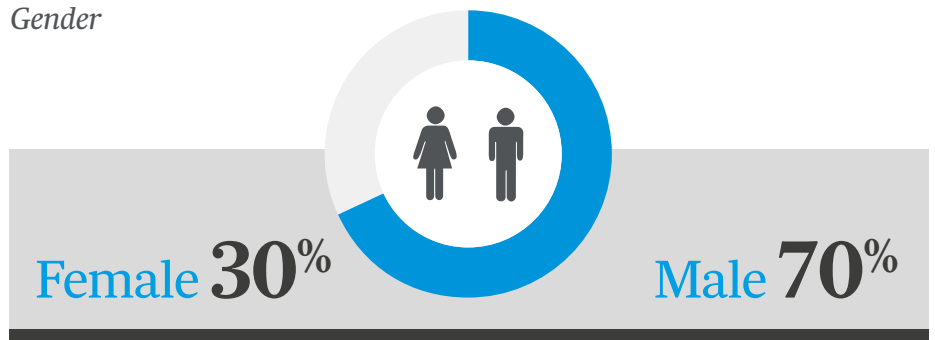
We are the leading national voice that connects advertisers to the business and finance community of influencers, leaders, policy makers, professionals, entrepreneurs and investors, keeping them constantly engaged via the newspaper, website, app for iPad and events.

ALL PLATFORMS\*

COMBINED PRINT AND DIGITAL

1.46m

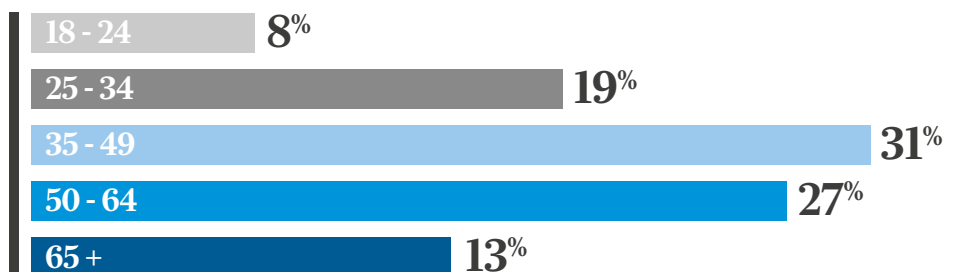
Gender



Full-Time Income<sup>e</sup>



Age



Source:

\* emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending July 2015, Nielsen Online Ratings July 2015, people 14+ only. Financial Review Total Audience (Print/Web/Mob/Tab)

~ Base: Employed Full Time excluding "Not Sure/Prefer not to say"

^ Business Leaders Australia Survey 2015 (Financial Review Print/Web/Tab/Mob)

Demographics

TERTIARY EDUCATED  
**65%**  
(vs. 36% population avg)

SOCIAL A GRADE  
**50%**  
(vs. 21% population avg)

C-SUITE REACH  
**74%**<sup>^</sup>





Since beginning as a weekly in 1951, The Australian Financial Review has played a central role in informing and charting the business life of the nation. The Financial Review is the essential daily read for executive decision makers, sophisticated investors and those who promote national prosperity. It has become a national institution, widely regarded as Australia's premium business, finance and political publication and recognised for its news-breaking, agenda-setting and authoritative journalism.

## NEWSPAPER MON-FRI

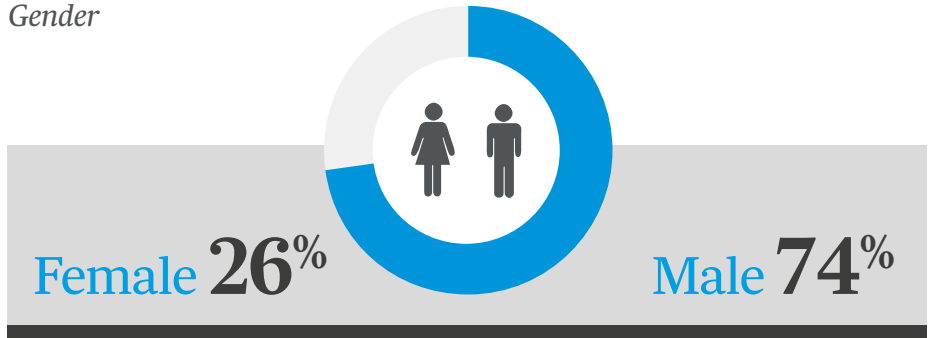
PRINT READERSHIP\*

**298k**

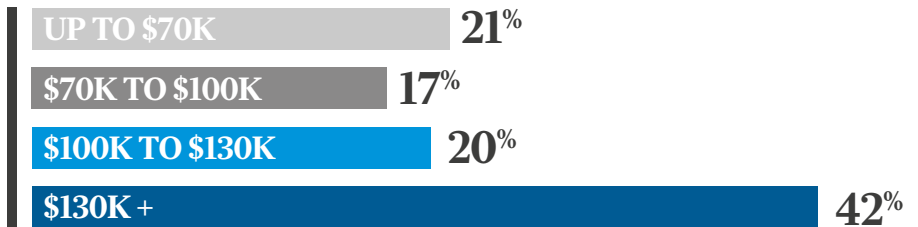
CIRCULATION^

**57k**

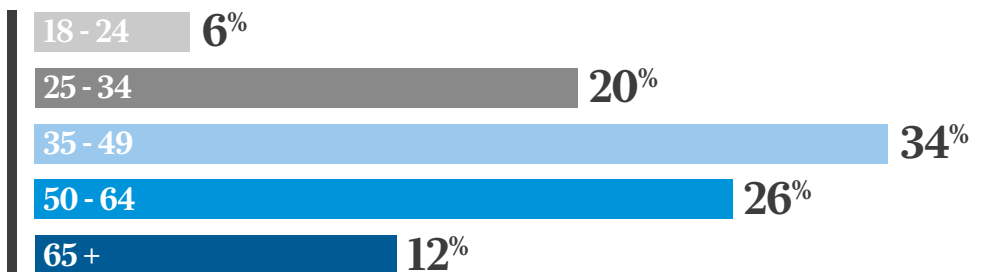
### Gender



### Full-Time Income



### Age



**Source:**

\* emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending July 2015, Nielsen Online Ratings July 2015, people 14+ only. Financial Review Total Audience (Print/Web/Mob/Tab)

~ Base: Employed Full Time excluding "Not Sure/Prefer not to say"

^ Business Leaders Australia Survey 2015 (Financial Review Print/Web/Tab/Mob)

^^ Audited Media Association of Australia, ABC - Jun 2015

### Demographics

TERTIARY EDUCATED

**71%**

(vs. 36% population avg)

SOCIAL A GRADE

**61%**

(vs. 21% population avg)

C-SUITE REACH

**49%<sup>^</sup>**

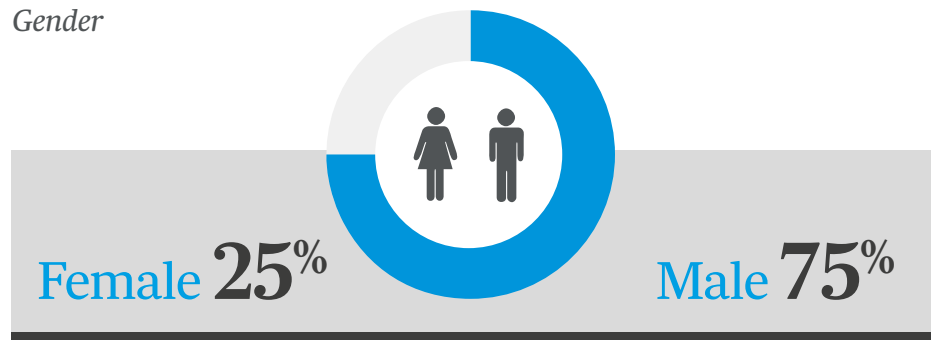


The Financial Review website at AFR.com gives users the ability to be consistently informed and dig deeply into the subjects of particular and immediate interest such as Markets, Resources, Technology and much more.

**AFR.COM**



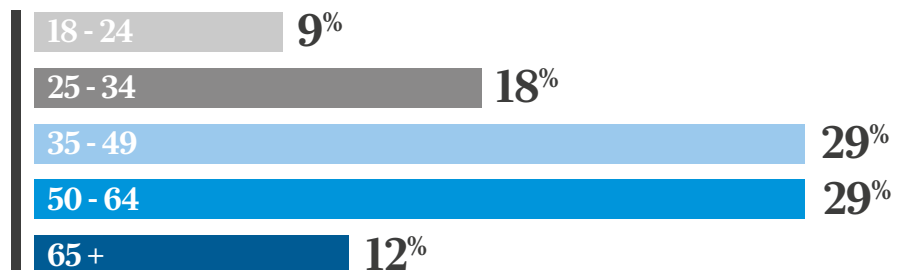
Gender



Full-Time Income



Age



Source:

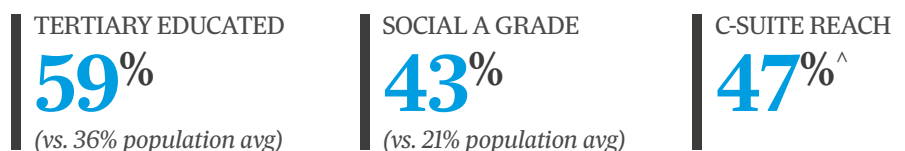
\*\* Nielsen Online Ratings, August 2015

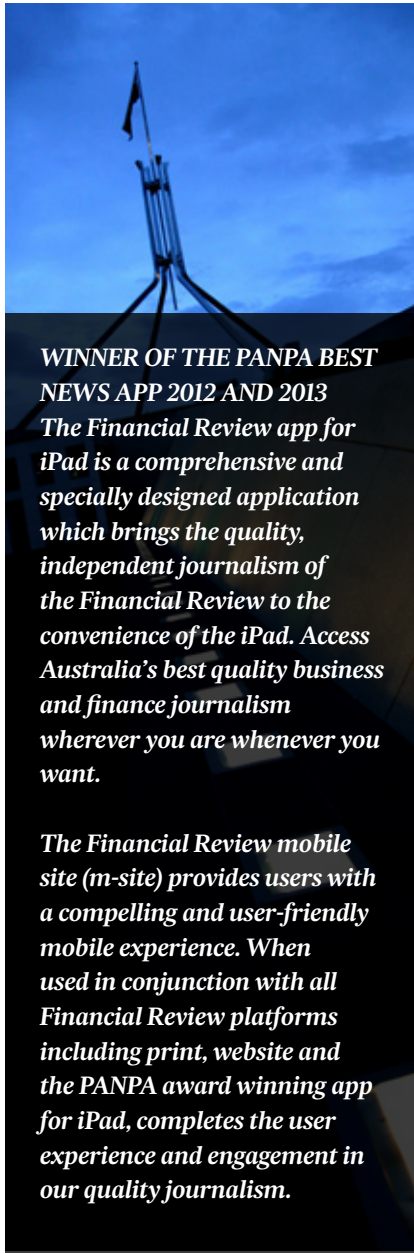
\* emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending July 2015, Nielsen Online Ratings July 2015, people 14+ only. Financial Review Website

~ Base: Employed Full Time excluding "Not Sure/Prefer not to say"

^ Business Leaders Australia Survey 2015 (Financial Review Website).

Demographics





WINNER OF THE PANPA BEST NEWS APP 2012 AND 2013

The Financial Review app for iPad is a comprehensive and specially designed application which brings the quality, independent journalism of the Financial Review to the convenience of the iPad. Access Australia's best quality business and finance journalism wherever you are whenever you want.

The Financial Review mobile site (m-site) provides users with a compelling and user-friendly mobile experience. When used in conjunction with all Financial Review platforms including print, website and the PANPA award winning app for iPad, completes the user experience and engagement in our quality journalism.

Source:

\*\* Omniture SiteCatalyst August 2015

\* emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending July 2015, Nielsen Online Ratings July 2015, people 14+ only. Financial Review Website

~ Base: Employed Full Time excluding "Not Sure/Prefer not to say"

^ Business Leaders Australia Survey 2015 (Financial Review Website).

^^ Appfigures (30/09/2015)

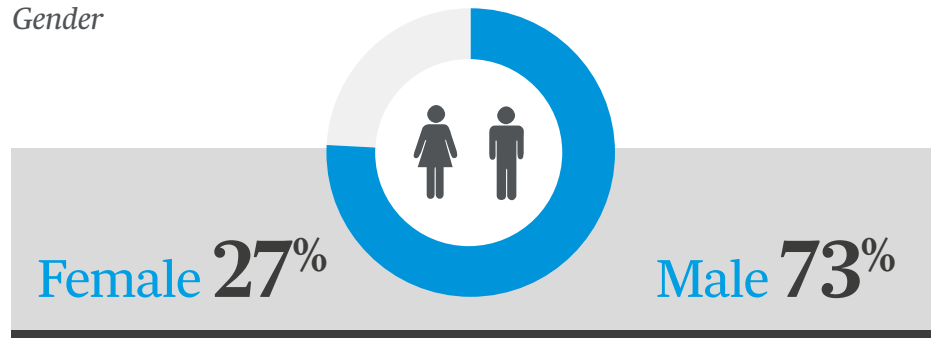
## TABLET

AUDIENCE\* **120k**  
 Page Views **915,381\*\***  
 Pages per session **1.93\*\***  
 Time per session **6m 41s\*\***  
 Total downloads **145,226^^**

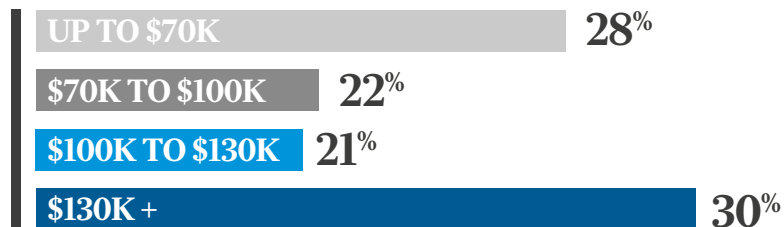
## MOBILE

AUDIENCE\* **114k**  
 Monthly page Views **2.6m\*\***  
 Pages per session **1.8\*\***  
 Time per session **6m 4s\*\***

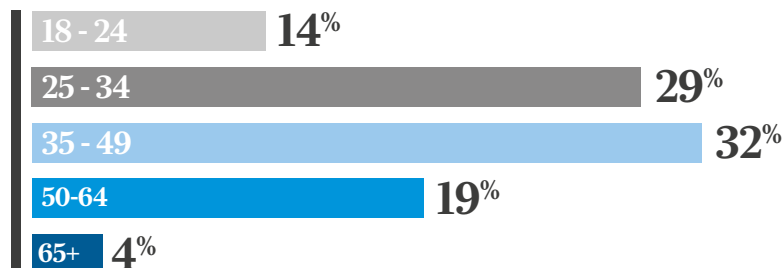
### Gender



### Full-Time Income



### Age



### Demographics

TERTIARY EDUCATED  
**72%**  
 (vs. 36% population avg)

SOCIAL A GRADE  
**58%**  
 (vs. 21% population avg)

C-SUITE REACH  
**21%** ^



# News & Opinion

**World** .....  
The *Financial Review* makes sense of the swiftly changing global business world. News and analysis in the World pages, the Global business coverage in Companies and Markets and global analysis throughout the *Financial Review* gets to grips with massive international economic restructuring, credit crunches and crises and of course opportunities. *Financial Review* correspondents in North America, Europe and Asia focus directly

for Australian readers with back up from prestigious and comprehensive services such as the New York Times, Washington Post, The Telegraph, The Guardian and the Bloomberg business service.

S M T W T F S

**Chanticleer** .....  
Chanticleer this year celebrates 40 years of insightful journalism under the iconic Rooster symbol. It is the pre-eminent column in Australian business journalism

and is famous for dissecting the story of the day for insights that can help business. Today's columns are written by Tony Boyd and Michael Smith and are enjoyed by readers across a range of platforms and in different mediums including print, digital and video.

S M T W T F S





## Business & Finance

### ■ Accounting .....

The Wednesday *Financial Review* Accounting section is a must read for all directors, CFOs, senior executives, accountants and clients. The section includes trends and challenges faced by the profession; mergers and acquisitions, changing demands of clients, impact of regulatory changes, the latest news and personnel movements within the sector.

S M T **W** T F S

### ■ Leadership - Education & Careers

The Education section appears every Monday as a centre lift-out. With its unique approach and the ability to reach the business professional, *Financial Review's* Education is well positioned to report and analyse the key issues including news, the business of education, research and innovation, professional development and training, and higher learning. A dedicated Careers page uncovers the career skills and educational pathways that will equip us for the digital economy. We find the best performing workplaces, and pinpoint hiring trends and productivity fixes.

S **M** T W T F S

### ■ Companies & Markets .....

The *Financial Review's* Companies & Markets centre lift out is published Monday to Friday and features the best analysis, commentary and features from Australia's top business and markets writers.

In *AFR Weekend*, every sector of the market is covered with regular columns and opinion backed with up-to-date news coverage by Australia's most trusted business journalists. The companies & Markets section includes Financial Services, Markets and Street Talk.

S **M** **T** **W** **T** **F** **S**

### ■ Executive Recruitment .....

Executive recruitment attracts both passive and active candidates. By advertising in the *Financial Review* you will entice career orientated and upwardly mobile candidates. 64% of *Financial Review* M-F senior executives are in a position to engage with Recruitment advertising, agreeing they would consider changing jobs if the right position arose. ^

S M T W T **F** S

### ■ Government Business .....

The Government Business section is the nation's only dedicated section with an in depth examination of the business of government. Verona Burgess writes on the important issues for the Federal Public Service with Christopher Jay's column looking at Government Tenders and Announcements which is of interest to the general business sector. The section also provides an ideal environment for placement of Government Tenders and Notices advertisements.

S M T W **T** F S

### ■ Legal Affairs .....

Legal Affairs appears each Friday in the *Financial Review*. Legal Affairs is aimed at a wide range of lawyers, from those who are still studying to those at the top end of the legal market place. Its emphasis is on treating law as a business.

This section carries a mix of news and commentary on the legal profession while aiming to inform all industry participants about industry trends and what their competitors are doing.

S M T W T **F** S





# Business & Finance

## ■ Leadership - powered by BOSS

At *Financial Review* Leadership we're focused on finding great leaders – those who can help us reach our potential as individuals and organisations, collaborate more effectively, and create more opportunities for growth.

S M **T** W T F S

## ■ Leadership - Entrepreneur powered by BOSS

At *Financial Review* Leadership we're focused on finding great leaders – those who can help us reach our potential as individuals and organisations, collaborate more effectively, and create more opportunities for growth.

S M T W **T** F S

## ■ Marketing & Media

The latest news in marketing, advertising and media, delivered at the start of the week. We focus on the contracts, the campaigns and the people behind them... the key players in the industry and their movements. We cover the stories behind the stories, the trends and big issues so readers can get a true picture of their industry.

The section provides insights and implications into advertisers including their brand strategies, target markets and key communications and successes.

S **M** T W T F S

## ■ Property

Monday to Saturday, the Property section in the *Financial Review* explores who bought, who sold and who made money from the 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.

S **M** **T** **W** **T** **F** **S**

## ■ Smart Investor

Smart Investor covers major investment stories: Focused on wealth creation and protection; Shares, Property, fixed interest, specialist investment, SMSF and Ask the Advisor.

S M T **W** T F S

## ■ Special Report

The *Australian Financial Review's* Special Reports are stand-alone publications carried within the body of the Monday-to-Friday newspaper. Special Reports cover major industries including topics such as defence, mining and banking. We talk to leading business people to get their views on the economic climate and analyse industry strengths and weaknesses.

S M T **W** **T** F S

## ■ Technology

The Technology liftout every Tuesday informs readers how technology is changing their work and personal lives. It covers breaking corporate technology news and includes detailed analysis of trends that are changing the way businesses and government operates. It also includes news, reviews and commentary on the latest in consumer.

S M **T** W T F S

^Business Elite Australia Survey, 2014



## Lifestyle

### ■ Life & Leisure .....

The *Life & Leisure* weekly newspaper section is inserted into the Friday and weekend edition of the *Financial Review* newspaper. Every week *Life & Leisure* covers fashion, jewellery, design, travel, property and more, in every issue. *Life & Leisure* provides a premium newspaper advertising environment for luxury clients and is the perfect vehicle to build frequency around key retail periods – such as the Christmas retail period.

S M T W T F S

### ■ Men's Health .....

The *Financial Review* is the only major newspaper in Australia to publish a weekly page dealing with men's health. Men's Health reports on the latest developments in male health in

an informative and highly readable way. It covers all their health issues including: Physical health, sexual health, corporate health, mental health, fitness, relationships, fathering, chronic diseases and cancer.

S M T W T F S

### ■ Review .....

Review is our readers guide to the world of issues, ideas and opinion. Published every Friday, Review explores and debates literature and the fine arts; ideas and currents of thought in culture; economics, politics and public policy; history; science; the environment and; philosophy and religion.

S M T W T F S

### ■ Sports Review .....

On Mondays, John Stensholt covers the business of sport, looking at the industry behind the scores and statistics. During the rugby season, the page also features a column by former Wallaby captain John Eales – an exclusive insight into the game from one of the code's great players.

S M T W T F S



## ■ **Best Performers** .....

### **Date to be confirmed**

*Financial Review* Best Performers Wrap is a definitive guide to Australia's top listed companies. It features in-depth reports on companies with potential to deliver for investors, whether they are established blue-chip organisations or emerging stars.

## ■ **Profits Wrap** .....

### **March & September**

*Financial Review's* bi-annual Profits Wrap provides Australia's most comprehensive coverage of the corporate profit season. Full tables of interim profit reports from 400-plus companies accompany reportage and commentary on each profit reporting season with full industry coverage – mining, property, financial services, small companies and microcaps.

## ■ **Budget Wrap** .....

### **May**

*Financial Review* Budget Wrap is published on the second Wednesday in

May, immediately following the release of the Federal Budget. The Budget Wrap edition always experiences a strong spike in circulation and is one of the biggest selling editions of the year. *Financial Review's* coverage of the Federal Budget provides in-depth reporting, comment and analysis on every aspect, from broad economic factors to the impact on different industry sectors.

## ■ **Smart Tax Wrap** .....

### **May**

*Financial Review* Smart Tax Wrap is a practical guide for readers to reduce their tax bill through effectively managing their investments. It provides clear, no-nonsense advice for personal investors and small business owners.

## ■ **End Of Financial Year Wrap** .....

### **July**

This in-depth year-in-review wrap examines the performance of Australian and International Markets, considering not only the numbers but also the

key drivers behind them. *Financial Review* End of Financial Year Wrap is an insightful overview of the essential market and economic elements over the past financial year.

## ■ **Economic Outlook** .....

### **August**

*Financial Review* Economic Outlook provides a comprehensive guide to what lies ahead for the economy in the new Financial Year. With up-to-the-minute information and sophisticated analysis, it will cover all aspects of the Australian and global economies.

## ■ **Executive Salaries** .....

### **November**

*Financial Review* Executive Salaries Wrap is a detailed analysis of the pay packets of Australia's top 300 executives. The Wrap contains a full breakdown of CEO and executive chairman salaries, including base salaries, incentives and shareholdings, as well as those of other senior company executives.

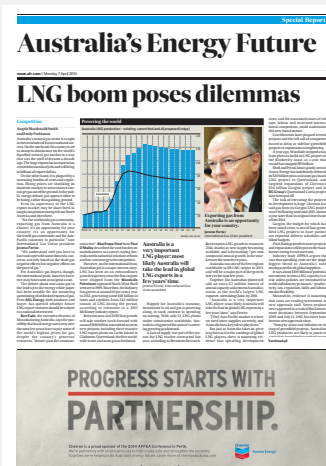
## SPECIAL REPORTS CALENDAR 2017

DATE				REPORT				DATE				REPORT			
<b>FEBRUARY EOFY</b>								<b>JULY</b>							
Feb 08	WED	ROP LIFT OUT	Forex	Jul-03	MON	WRAP	EOFY Wrap								
Feb-09	THUR	ROP LIFT-OUT	Small Business Cashflow	Jul-07	FRI	ROP LIFT-OUT	Partnership Survey & Partner Announcements								
Feb-14	TUES	ROP LIFT-OUT	Cyber Security	Jul-12	WED	ROP LIFT-OUT	Agribusiness								
Feb-15	WED	ROP LIFT-OUT	Fleet Management	Jul-20	THUR	ROP LIFT-OUT	SMSF								
Feb-22	WED	ROP LIFT-OUT	Online Trading	<b>AUGUST</b>											
Feb-23	THUR	ROP LIFT-OUT	Energy & Infrastructure	Aug-03	THUR	ROP LIFT-OUT	Small Business Cash Flow								
<b>MARCH</b>								Aug-08	TUE	ROP LIFT-OUT	IT Infrastructure: Security				
Mar-08	WED	ROP LIFT-OUT	Defence	Aug-09	WED	ROP LIFT-OUT	CFDs & ETFs								
Mar-15	WED	ROP LIFT-OUT	SMSF	Aug-17	THUR	ROP LIFT-OUT	Export & Trade								
Mar-22	WED	ROP LIFT-OUT	Export & Trade	Aug-23	WED	ROP LIFT-OUT	Fleet Management								
<b>APRIL</b>								Aug-28	MON	ROP LIFT-OUT	Your Child's Education				
Apr-03	MON	ROP LIFT-OUT	MBA and Postgraduate	Aug-31	THUR	ROP LIFT-OUT	Private Banking								
Apr-07	FRI	ROP LIFT-OUT	Best Lawyers	<b>SEPTEMBER</b>											
Apr-10	MON	ROP LIFT-OUT	MBA and Postgraduate	Sep-07	THUR	ROP LIFT-OUT	Asia Trade & Emerging Markets								
Apr-12	WED	ROP LIFT-OUT	Business Travel	Sep-11	MON	ROP LIFT-OUT	MBA and Postgraduate								
Apr-13	THUR	ROP LIFT-OUT	Wealth Management: Institutional	Sep-13	WED	ROP LIFT-OUT	Defence								
Apr-18	TUE	ROP LIFT-OUT	Forex	Sep-18	MON	ROP LIFT-OUT	MBA and Postgraduate								
Apr-20	THUR	ROP LIFT-OUT	Fleet Management	Sep-20	WED	ROP LIFT-OUT	Resources								
<b>MAY</b>								Sep-21	THUR	ROP LIFT-OUT	Wealth Management: HNW Individuals				
May-04	THUR	ROP LIFT-OUT	CFDs & ETFs	<b>OCTOBER</b>											
May-06	SAT	ROP LIFT-OUT	2017 Boarding Schools Guide	Oct-04	WED	ROP LIFT-OUT	Energy & Infrastructure								
May-10	WED	WRAP	Budget Wrap	Oct-12	THUR	ROP LIFT-OUT	Online Trading								
May-15	MON	ROP LIFT-OUT	AUS Energy Future	Oct-17	TUE	ROP LIFT-OUT	IT infrastructure: SME								
May-16	TUES	ROP LIFT-OUT	Wealth Management: HNW Individuals	Oct-24	TUE	ROP LIFT-OUT	Business Travel								
May-18	THUR	ROP LIFT-OUT	Resources	Oct-25	WED	ROP LIFT-OUT	Forex								
May-22	MON	ROP LIFT-OUT	Robo Advice	<b>NOVEMBER</b>											
<b>JUNE</b>								Nov-07	TUE	ROP LIFT-OUT	Leveraged Investing				
Jun-01	THUR	ROP LIFT-OUT	Wealth Management: Corporate	Nov-08	WED	ROP LIFT-OUT	Fleet Management								
June 06	TUE	ROP LIFT-OUT	Forex	Nov-14	TUE	ROP LIFT-OUT	SMSF								
Jun-13	TUE	ROP LIFT-OUT	Cyber Security	Nov-16	THUR	ROP LIFT-OUT	CFDs & ETFs								
Jun-15	THUR	ROP LIFT-OUT	Online Trading	Nov-21	TUE	ROP LIFT-OUT	Australia's Energy Future								
Jun-20	TUE	ROP LIFT-OUT	Fleet Management	Nov-23	THUR	ROP LIFT-OUT	Forex								
Jun-22	THUR	ROP LIFT-OUT	Defence	Nov-29	WED	ROP LIFT-OUT	Defence								
Jun-30	FRI	ROP LIFT-OUT	Partnership Survey & Partner Announcements	<b>DECEMBER</b>											
								Dec-05	TUES	ROP LIFT-OUT	Resources				
								Dec-08	FRI	ROP LIFT-OUT	Partnership Survey & Partner Announcements				

**Booking / Cancellation deadline:** 5 business days prior to publishing date  
**Material Deadline:** 12pm, 1 business day prior to publishing date

### AFR Special Reports Contact:

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**E:** msands@fairfaxmedia.com.au  
**T:** 03 8667 3857





INSERTED MAGAZINES



**THE AUSTRALIAN  
Financial Review Magazine**

*The Australian Financial Review Magazine* is Australia's pre-eminent monthly inserted magazine delivering the highest quality content with a focus on exclusive news, breaking features, profiles in business and politics and an unparalleled reputation for combining gravitas and glamour coverage of fashion, luxury and lifestyle.

*Friday (Monthly)*



**BOSS**  
FINANCIAL REVIEW

*Financial Review BOSS* is Australia's magazine for leaders and high-achievers – and those who wish to learn from them. *BOSS* has a core focus on management and leadership but its motivating force is the desire to build a community of interest and knowledge around the latest ideas and thinking in business and the world of work. *BOSS* is designed for a discerning reader, those who are at the most senior levels of organisations and those aspiring for success and improvement.

*Friday (Monthly)*



Life & Leisure  
**LUXURY**

*Life & Leisure Luxury* is a glossy, large-format magazine that appears quarterly in *Financial Review*. *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.

*Saturday (Quarterly)*



**Life & Leisure**  
THE SOPHISTICATED TRAVELLER

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

*Saturday (Quarterly)*

## FINANCIAL REVIEW & AFR WEEKEND

### MONDAY - FRIDAY FINANCIAL REVIEW

ANNUAL COMMITMENT (\$)	CASUAL	\$75K	\$150K	\$300K	\$500K	\$750K	\$1MIL+
Per Column Centimetre Rates							
RUN OF PAPER (M-F)							
Run of paper rate	\$68.70	\$64.57	\$62.52	\$60.45	\$58.39	\$56.33	\$54.27
Run of paper rate (incl GST)	\$75.57	\$71.03	\$68.77	\$66.50	\$64.23	\$61.96	\$59.70
FRIDAY RECRUITMENT							
Friday Recruitment	\$112.86	\$106.08	\$102.76	\$99.32	\$95.93	\$92.55	\$89.16
Friday Recruitment (incl GST)	\$124.15	\$116.69	\$113.04	\$109.25	\$105.52	\$101.81	\$98.08
Recruitment Buyover: Friday & Weekend	\$142.86	\$136.08	\$132.76	\$129.32	\$125.93	\$122.55	\$119.16
Recruitment Buyover: Friday & Weekend (incl GST)	\$157.15	\$149.69	\$146.04	\$142.25	\$138.52	\$134.81	\$131.08

### WEEKEND FINANCIAL REVIEW

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	MONDAY - FRIDAY*	WEEKEND	COLOUR OPTIONS
Early General News (prior 21)	65%	40%	NATIONAL COLOUR 40% RECRUITMENT COLOUR 30%
Early General News Right Hand Page	80%	60%	
Right Hand Page	30%	30%	
Facing/Consecutive Pages	40%	20%	
Sections: Companies & Markets, Smart Investor Weekend, Legal Affairs, Leadership - Education & Careers, Leadership powered by BOSS, Leadership - Entrepreneur powered by BOSS	40%	20%	
All Other Sections*	30%	20%	
Special Reports (incl colour)	45%	45%	

\*Excludes Recruitment and Property advertising. See separate Property ratecard.

PREMIUM POSITIONS (INCL COLOUR)	MONDAY - FRIDAY	INCL GST	WEEKEND	INCL GST
Front Page (5x7 Mon - Fri) (7x7 Weekend)	\$16,848	\$18,532.80	\$8,000	\$8,800.00
Front/Back Page Panorama (5x15)	\$21,223	\$23,345.30		
Outside Back Page (8x7)	\$7,000	\$7,700.00	\$5,000	\$5,500.00
Ear Space (1.5x4cms) sold only with strip ad	\$600	\$660.00	\$500	\$550.00
Watermark: Share Tables	\$4,000	\$4,400.00	\$2,000	\$2,200.00

#### BOOKING & CANCELLATION DEADLINES

10AM two business days prior to publication

#### MATERIAL DEADLINES

12PM one business day prior to publication

Rates effective 1 January 2016 - 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).

**LIFE & LEISURE**

**FINANCIAL REVIEW LIFE & LEISURE SECTION (FRIDAY & WEEKEND)**

FREQUENCY	CASUAL	4X	8X	12X	16X	20X	24X
<b>DISCOUNT</b>	<b>CASUAL</b>	<b>5%</b>	<b>10%</b>	<b>15%</b>	<b>20%</b>	<b>25%</b>	<b>30%</b>
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

**BOOKING & CANCELLATION DEADLINES**

10AM Monday prior to publication.

**MATERIAL DEADLINES**

12PM Tuesday prior to publication.

Rates include colour and effective 1 January 2016 - 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.

## INSERT RATES, SIZES AND 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
<b>MULTIPLE SHEET</b>		
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
<b>NATIONAL RUN</b>	
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

[E: au-amm-pricingandinventory-print-group@fairfaxmedia.com.au](mailto:au-amm-pricingandinventory-print-group@fairfaxmedia.com.au)



**CREATIVE OPTIONS - ADHESIVE NOTES, ADVERTISING POCKETS & BELLYBANDS**



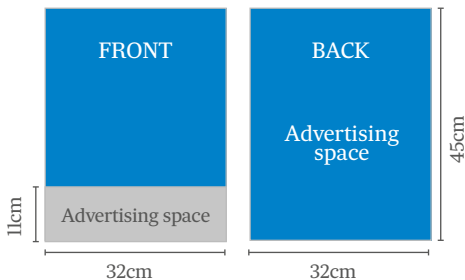
**ADHESIVE NOTE - RATES**

Production Day	Distribution	Quantity	AdNote Cost	Cost + 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

**Specifications**  
Size: 76mm x 76mm  
Print: Up to 6 colours

4 colour front, 1 colour back  
Complete state runs only  
AdNotes are subject to editorial approval

Cost includes media, stock and printing and production.  
\*Exact art specifications supplied on confirmation of booking.



**ADVERTISING POCKET - RATES**

Production Day	Distribution	Quantity	Pocket Cost	Cost + 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

**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

Cost includes media, stock and printing, delivery and newsagent production fees. \*Exact art specifications supplied on confirmation of booking.



**BELLYBAND - RATES**

Production Day	Distribution	Quantity	Bellyband Cost	Cost + GST
MON-TUE, THUR	National CBDS	30,300	\$82,113.00	\$90,324.30
MON-TUE, THUR	Sydney CBD	11,600	\$40,600.00	\$44,660.00
MON-TUE, THUR	Melbourne CBD zone 1	9,900	\$34,650.00	\$38,115.00
MON-TUE, THUR	Brisbane CBD	4,700	\$25,850.00	\$28,435.00
MON-TUE, THUR	Perth CBD	2,500	\$14,250.00	\$15,675.00
MON-TUE, THUR	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

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

Rates effective until 31 December 2016. DEADLINES - Booking & Cancellation: Minimum of six (6) weeks prior to publication date. Discount apply to regular Financial Review advertisers and combine CBD runs.

For creative options bookings and information, please contact  
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