

THE AUSTRALIAN
Financial Review Magazine

2017 MEDIA KIT



MIXING BUSINESS WITH PLEASURE

OVERVIEW



The Australian Financial Review Magazine is Australia's pre-eminent monthly inserted magazine. We cover matters of style with substance, and issues of substance with style. That's not just us talking; it has been voted best newspaper insert magazine for four years running, 2013, 2014, 2015 and 2016 at the Australian Magazine Awards.

Since its launch in 1995, *AFR Magazine* has maintained an unparalleled reputation for combining gravitas and glamour in its coverage of business, politics, travel and leisure, food and wine, sport, health, design, fashion, watches, jewellery and the arts. It also includes authoritative profiles by Australia's leading writers. The magazine pioneered the reporting of luxury brands in Australia and was an early trend watcher.

AFR Magazine has upped the ante on high quality journalism as well as setting the benchmark for innovative contemporary magazine design, featuring award-winning photography and illustration.

AFR Magazine delivers its unique offering to an AB readership that demands the best; these are the consumers of goods and services at the premium end of the market.

The magazine, which is printed on quality gloss stock, is inserted into *The Australian Financial Review* newspaper on the final Friday of each month (Power is an exception, publishing on the first Friday in October. A pre-Christmas Summer edition is also published in mid-December).



AUDIENCE

PROFILE



MALE
70%*

FEMALE
30%*

A SOCIAL GRADE
58%*

AB SOCIAL GRADE
79%*

AVG. PERSONAL
INCOME
\$142k*

AVG. VALUE OF
INVESTMENTS
\$885k*

READERSHIP
151,000*

CIRCULATION
55,817**

MEDIA HABITS*

82% of *AFR Magazine* readers do not read women's fashion magazines

84% of readers do not read mens lifestyle magazines

71% of readers do not read business and airline titles

FASHION^

Readers spent an average of **\$2.6k** on business wear in the last year

Readers spent an average of **\$2.4k** on casual wear in the last year

91% of readers say they are prepared to pay more for quality

Readers are **20%** more likely than the average senior executive to agree "I consider myself to be style-conscious"

WATCHES AND JEWELLERY^

AFR Magazine reaches **61%** of senior executives who intend to purchase a luxury watch in the next 12 months

AFR Magazine senior executive readers are **30%** more likely than average to intend to purchase fine jewellery in the next 12 months

POWER^

AFR Magazine reaches:

44% of C-Suite executives

41% of senior business executives who are IT decision makers

Senior business decision makers responsible for a combined **\$52 billion** in annual business expenditure.

Sources: *emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending October 2016; **ABC September 2016; ^Business Elite Australia Survey, 2014

Women's Fashion Magazines include: Elle, Harper's Bazaar, InStyle, Marie Claire, Vogue Australia, Frankie. Men's Lifestyle Magazines include: Inside Sport, Men's Health, Men's Fitness, Zoo Weekly, Men's Style Australia, GQ. Business and Airline Titles include: Time, Qantas The Australian Way, Virgin Australia Voyeur, Jetstar, The Monthly.

AUDIENCE

PROFILE

FINANCE/INVESTMENTS*

AFR Magazine readers are investment savvy.

42% more likely to have their own super fund

Average value of their investment portfolio is **\$826k**

AUTO*

23% of readers intend to buy a new car in the next 12 months (index 146)

31% of readers intend to buy an SUV, convertible or coupe (index 144)

8% of readers intend to spend 50k+ on next car purchase (index 193)

PROPERTY*

AFR Magazine readers are **18%** more likely than average to intend to purchase a new home in the next 12 months.*

They are **51%** more likely than average to intend to purchase an investment property.*

AFR Magazine reaches **44%** of all senior business executives who are real estate business decision makers.^



Sources: *emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending October 2016; ^Business Elite Australia Survey, 2014

Women's Fashion Magazines include: Elle, Harper's Bazaar, InStyle, Marie Claire, Vogue Australia, Frankie. Men's Lifestyle Magazines include: Inside Sport, Men's Health, Men's Fitness, Zoo Weekly, Men's Style Australia, GQ. Business and Airline Titles include: Time, Qantas The Australian Way, Virgin Australia Voyeur, Jetstar, The Monthly.

EACH MONTH

SECTIONS

FRONT

A lively introductory section where you meet the kinds of company we keep: the innovators, the creative leaders, the style gurus. Front works as a taster for all that follows in the wide world of the *AFR Magazine*.

FASHION

Leading stylist Virginia van Heythuysen sources luxury brands and exclusive, contemporary clothes and accessories to create a narrative for the magazine's impeccably styled and photographed fashion pages.

OBJECTS

A top-end product section that showcases the latest objects of desire from high-tech to high-luxe or simply fun, compiled and photographed by Frances Mocnik.

HUME

International Fashion Editor Marion Hume contributes an informed and lively column covering ideas, trends and issues in the fashion business. Based in London and a regular at the northern hemisphere fashion shows, Hume also profiles major industry figures throughout the year.

WATCH

Australian Financial Review watch editor Bani McSpedden is the region's most authoritative writer on matters horological. In his monthly column, McSpedden trains the loupe on the people, products and trends that keep things ticking. He also helms our biannual Watch inserted magazines and our Women's Watch Special in May.

JEWEL

A monthly page to lust over, we look at the best the jewellery sector has to offer, from high end creations by the world's top luxury maisons to innovative local artisans. Visually sumptuous, this leads into our annual Jewellery special in December.



EACH MONTH

SECTIONS



DESIGN

Design editor Stephen Todd assesses the latest products, trends and thinking from the creative coalface. His brief spans everything from art, architecture and furniture design to gardens, homes and lighting. As a former long-time resident of Paris, Todd brings a global perspective to his beat, which culminates in his Best Designs of 2017 in Summer.

FOOD

Preeminent food writer Jill Dupleix covers the tasty side of life, infusing her snippets on new dishes, hot restaurants, crockery and trends with a premium and decidedly international flavour. On top of her monthly column Dupleix helms our July Food & Wine issue and co-hosts the *Financial Review's* Australia's Top Restaurants event.

DRINKS

Our monthly drinks page covers the best the Australian and international drinks sector serves up, from top shelf wines and champagnes to artisanal spirits, authored by the best writer in the business, Max Allen. We talk to the makers, taste and assess their product and report on trends before you've noticed them.

BOOKS

Books writer Nicole Abadee reads the best new releases in fiction, non-fiction and illustrated books from Australia and abroad, then assesses which of those you should know about - and read. Each month Abadee also interviews a prominent person on their reading habits, and at year's end compiles Best Books 2017.

TRAVEL

Sophisticated Traveller editor Fiona Carruthers and travel writer Ralph Bestic cover luxury travel in all its forms, from reports on the best, newest and hippest places to eat, drink and stay both here and abroad, to new developments in air travel and profiles of the people behind it all.

OTHER PASSIONS

This long-running and much loved back-page column identifies people from the worlds of business, politics and the arts whose off-duty pursuits take them out of their usual milieu.



SIGNATURE ISSUES

FEATURES



FEBRUARY INNOVATION

We go behind the buzz word to look at some of the most interesting change agents operating in Australia and beyond, and train our crystal ball on the developments that might one day literally rock the world. Included in this issue is motoring writer Tony Davis's annual take on the Future of the Car, which highlights the extraordinary technology to be seen in showrooms in the coming years, and the revolutionary changes a bit further down the highway.



MAY INAUGURAL PHILANTHROPY LIST AND WOMEN'S WATCH SPECIAL

This issue includes our inaugural list of the country's top philanthropic givers, plus a women's watch special written and edited by our peerless watch editor, Bani McSpedden. Long outnumbered by men's timepieces, women's watches have come into their own in recent years, with the release of wonderful embellishment and complications. We celebrate the best of them, with a particular focus on the outstanding releases from the first quarter Geneva and Basel fairs. The May issue will also include a travel component to whet readers' appetites for that mid-winter break, overseen by Fiona Carruthers, editor of our quarterly sister publication *Sophisticated Traveller*. Plus plenty of other meaty features.

JUNE WEALTH & BRW RICH 200

This issue includes as an inserted magazine the definitive annual snapshot of Australia's wealthiest people, the BRW Rich 200. The magazine tracks the changing face of wealth in Australia – who has it and what they are doing with it - and charts shifting attitudes to everything from philanthropy and luxury to work and play.



MARCH ARTS & CULTURE

Some of the most creative people operating on the national and international arts scenes are profiled in this visually sumptuous, intellectually and emotionally satisfying issue. It also provides an in-depth look at some of the globe's most intriguing cultural developments and trends. *AFR Magazine* editor Katrina Strickland, a former long-time arts writer and editor, brings her keen knowledge of the sector to bear here.

APRIL & SEPTEMBER FASHION

Helmed by international fashion editor Marion Hume and stylist Virginia van Heythuysen, these much-loved issues are always ahead of the pack, a must-read for anyone interested in fashion. We profile the industry leaders you should know about, flag key trends for the coming year and analyse the ways in which what we wear continues to evolve. Needless to say, we also feature a lot of very stunning creations.



SIGNATURE ISSUES

FEATURES

JULY

FOOD & WINE

A companion to *The Australian Financial Review's* annual Top 100 Restaurants event and associated list of the best restaurants nationwide, this issue celebrates those behind the meals, wines, spirits, venues, designers, crockery, glassware and kitchen implements on everyone's lips in 2017. With contributions from the AFR's food writer Jill Dupleix and the Financial Review's drinks writer, Max Allen, as well as other experts in the field, it is one to savour.

AUGUST

WATCH

This issue features an inserted magazine that treats watchmaking as the serious business it has become, catering to industry insiders and watch lovers alike. Watch is edited by the region's pre-eminent horological commentator, Bani McSpedden, who is watch editor for *The Australian Financial Review* and watch-next.com. The August issue also includes features from a wide range of sectors and, like May, a compelling travel component helmed by *Sophisticated Traveller* editor Fiona Carruthers.

OCTOBER

POWER

The one that everyone in Canberra wants to be in, this flagship issue ranks Australia's most significant players across the political, business and cultural arenas, as well as across a host of sectors from sport and property to information technology, law and banking. In so doing it presents a snapshot of power in 2017. We also cast our analytical gaze more widely, looking at the trends sweeping the globe and putting unexpected players into positions of power. Given what is happening around the world right now, this is one not to miss.

NOVEMBER

DESIGN & BRW YOUNG RICH

Visually arresting, our annual design issue looks at the most influential players and trends across a diverse range of creative industries, from architecture and advertising to art, industrial and furniture design. It includes the BRW Young Rich as an inserted magazine. Eagerly anticipated by the creative classes, this chronicles Australia's wealthiest self-made people aged 40 or under, many of whom are impressively entrepreneurial.

DECEMBER

CHRISTMAS ISSUE: JEWELLERY SPECIAL & WINE GUIDE

If you love bling and all things beautiful, this issue is for you. The annual jewellery special looks at some of the most fascinating jewellers working today and previews the best of the pre-Christmas releases, from big luxury houses and independent artisans alike. It will also include Max Allen's much-anticipated annual top 20 wines, a rip-out-and-keep guide to your pre-Christmas bottle shop visit.

SUMMER

WATCH & BEST DESIGNS, BEST BOOKS & BEST SUMMER DRINKS

This issue includes the third of our authoritative annual Watch inserts, which brings the most exciting new timepieces to the attention of our cashed-up readers just in time for Christmas. The Summer issue also includes design editor Stephen Todd's assessment of the best designs of 2017, books writer Nicole Abadee's take on the masterpieces to stockpile for summer and wine writer Max Allen's tasting notes on the best drinks for the festive period.



ADVERTISING RATES & DEADLINES

FINANCIAL REVIEW MAGAZINE ADVERTISING RATES

FREQUENCY	Casual	3x	6x	9x	12x	15x	18x	21x	24x
Double Page Spread	\$33,300	\$32,800	\$32,350	\$31,850	\$31,450	\$31,050	\$30,500	\$30,150	\$29,700
Double Page Spread INC GST	\$36,630	\$36,080	\$35,585	\$35,035	\$34,595	\$34,155	\$33,550	\$33,165	\$32,670
Full Page	\$17,500	\$17,250	\$17,100	\$16,800	\$16,450	\$16,250	\$16,100	\$15,900	\$15,550
Full Page INC GST	\$19,250	\$18,975	\$18,810	\$18,480	\$18,095	\$17,875	\$17,710	\$17,490	\$17,105
1/2 Page	\$10,800	\$10,650	\$10,550	\$10,400	\$10,200	\$10,000	\$9,800	\$9,700	\$9,500
1/2 Page INC GST	\$11,880	\$11,715	\$11,605	\$11,440	\$11,220	\$11,000	\$10,780	\$10,670	\$10,450
Junior Page	\$9,950	\$9,800	\$9,700	\$9,550	\$9,350	\$9,250	\$9,100	\$9,000	\$8,900
Junior Page INC GST	\$10,945	\$10,780	\$10,670	\$10,505	\$10,285	\$10,175	\$10,010	\$9,900	\$9,790
1/3 Page	\$9,200	\$9,000	\$8,900	\$8,800	\$8,650	\$8,500	\$8,400	\$8,300	\$8,200
1/3 Page INC GST	\$10,120	\$9,900	\$9,790	\$9,680	\$9,515	\$9,350	\$9,240	\$9,130	\$9,020

POSITION	LOADS
1st Inside Front Cover Spread	40%
2nd Inside Front Cover Spread	35%
3rd, 4th Inside Front Cover Spread	30%
1st Right Hand Page	40%
2nd Right Hand Page	35%
3rd, 4th, 5th Right Hand Page	30%
6th, 7th, 8th, 9th Right Hand Page	25%
1st, 2nd Left Hand Page	30%
3rd, 4th, 5th, 6th Left Hand Page	15%
On Contents	30%
Opposite Contents	40%
Opposite Contents 2	30%
1st Double Page Spread After Contents	25%
2nd Double Page Spread After Contents	20%
Right Hand Page	15%
Centre Spread	30%
Inside Back Cover	20%
Outside Back Cover	50%
Gatefolds	40%
Other	15%

INSERT RATES (SINGLE SHEET)	QUANTITIES
National	143,000
National INC GST	
NSW/Canberra	61,000
NSW/Canberra INC GST	
VIC/TAS	37,000
VIC/TAS INC GST	
QLD	19,350
QLD INC GST	
SA	6,000
SA INC GST	
WA	10,150
WA INC GST	
NZ	5,300
NZ INC GST	

FINANCIAL REVIEW MAGAZINE DEADLINES 2017

Edition	On Sale	Booking	Material
FEBRUARY	Fri, 27 January 17	Fri, 16 December 17	Thu, 30 December 17
MARCH	Fri, 24 February 17	Fri, 13 January 17	Fri, 27 January 17
APRIL	Fri, 31 March 17	Fri, 17 February 17	Fri, 3 March 17
MAY	Fri, 28 April 17	Fri, 17 March 17	Fri, 31 March 17
JUNE	Fri, 26 May 17	Thu, 13 April 17	Fri, 28 April 17
JULY	Fri, 30 June 17	Fri, 19 May 17	Fri, 2 June 17
AUGUST	Fri, 28 July 17	Fri, 16 June 17	Fri, 30 June 17
SEPTEMBER	Fri, 25 August 17	Fri, 14 July 17	Fri, 28 July 17
OCTOBER	Fri, 6 October 17	Fri, 25 August 17	Fri, 8 September 17
NOVEMBER	Fri, 27 October 17	Fri, 15 September 16	Fri, 29 September 17
DECEMBER	Fri, 24 November 17	Fri, 13 October 17	Fri, 27 October 17
PRE XMAS	Wed, 8 December 17	Fri, 27 October 17	Fri, 10 November 17

Rates effective from 1 January - 31 December 2017

Booking Deadline:

6 weeks prior to publication date

Material Deadline:

4 weeks prior to publication date*

Cancellation Deadline:

9 weeks prior to publication date

*Watch Magazine specs differ from the main book, available upon request

PRODUCTION INFORMATION

Published: Last Friday of every month, except pre-Christmas.

For advertising information, please contact:

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Centrespread and IFC may be pre-empted by creative production executions.

TECHNICAL SPECIFICATIONS

AFR Magazine accepts advertising material in digital format only.

Please refer to the specification page at

http://adcentre.com.au/ad_specs/afr-magazine/

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AFR MAGAZINE SALES

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AFR Magazine has achieved a strong position in the media landscape.

The magazine's advertising sales team is committed to providing clients and their agencies with a creative and comprehensive service.

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