

---

# FINANCIAL REVIEW

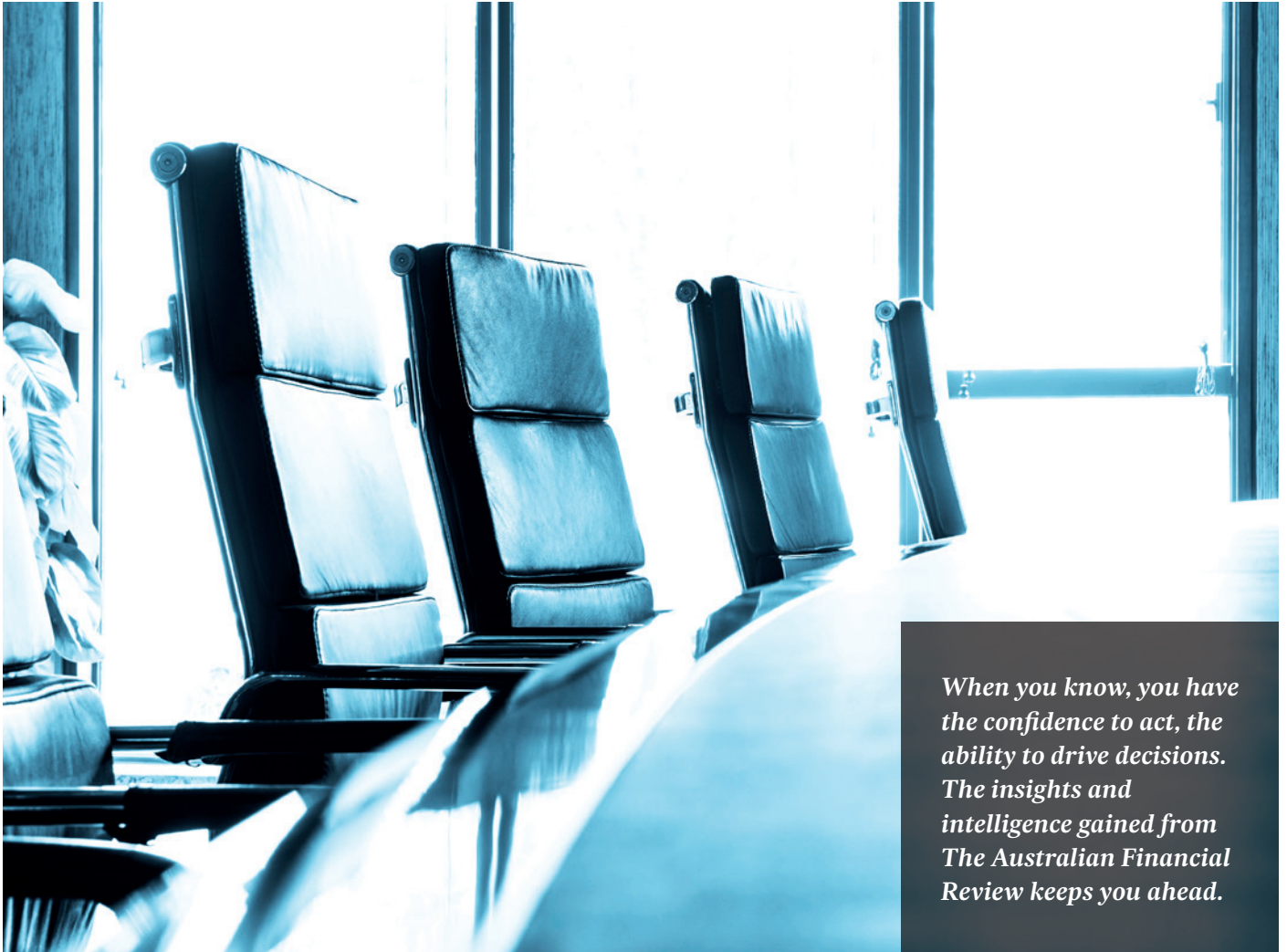
---



---

**Media Kit 2017**

---



*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. 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) 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*

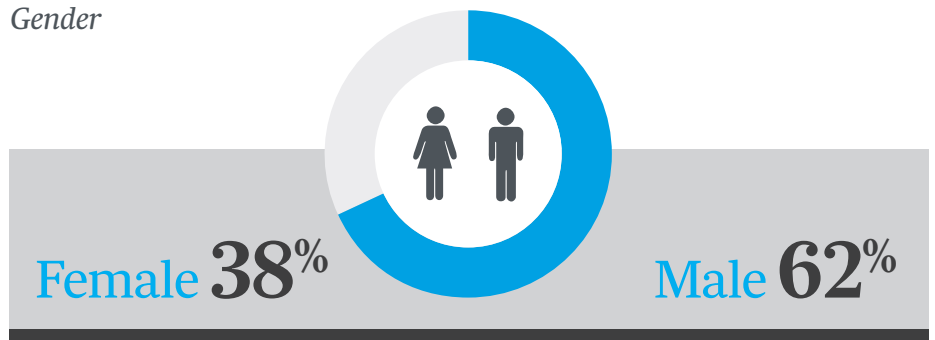


ALL PLATFORMS\*

COMBINED PRINT AND DIGITAL

1.65m

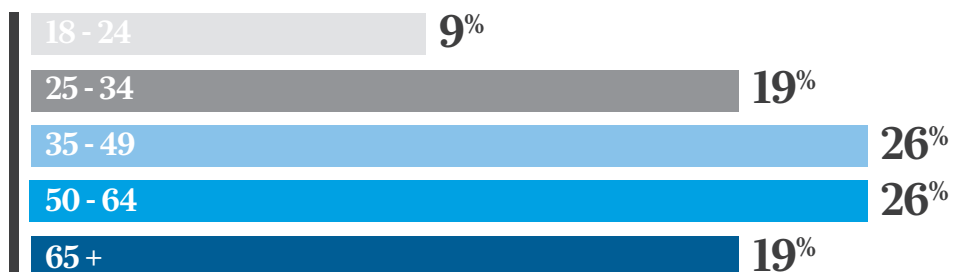
Gender



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



Age



Source:

\* emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending Oct 2016, Nielsen Online Ratings Oct 2016, 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  
**60%**  
(vs. 36% population avg)

SOCIAL A GRADE  
**44%**  
(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

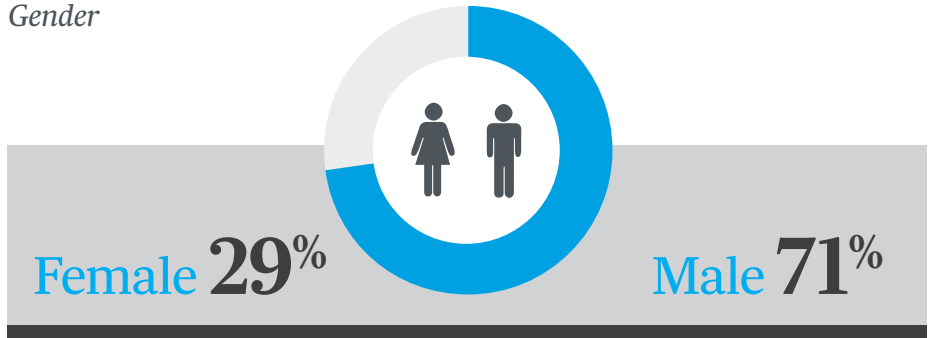
PRINT READERSHIP\*

**319k**

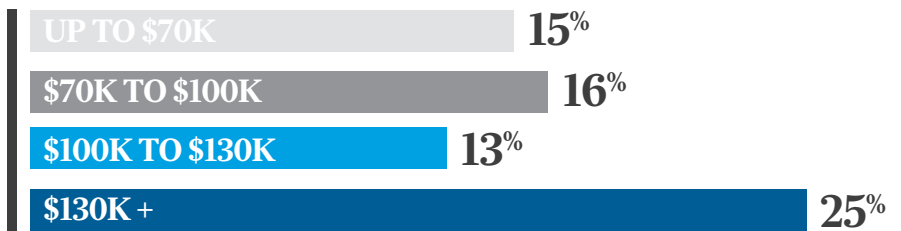
CIRCULATION^^

**48k**

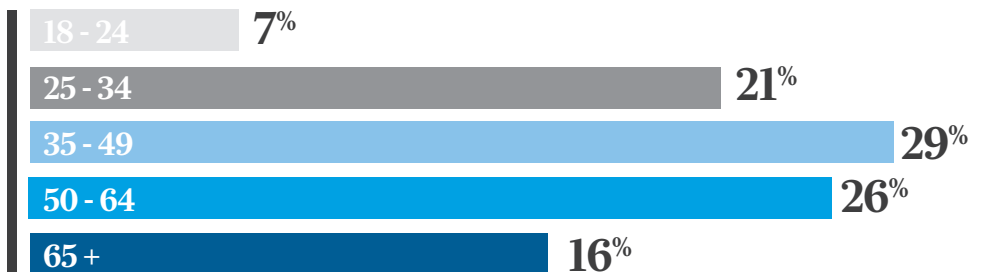
### Gender



### Full-Time Income



### Age



**Source:**

\* emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending October 2016

~ 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 - September 2016

### Demographics

TERTIARY EDUCATED

**71%**

(vs. 36% population avg)

SOCIAL A GRADE

**56%**

(vs. 21% population avg)

C-SUITE REACH

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



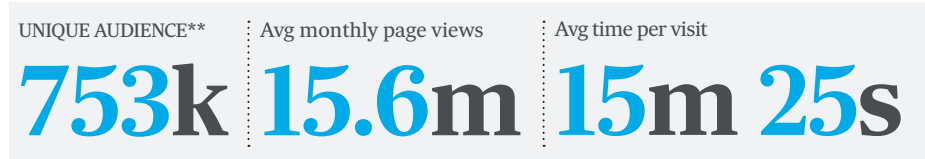
The Financial Review website at AFR.com gives users the ability to be consistently informed and dig deeply into the subjects of particular and immediate interest such as Markets, Resources, Technology and much more.

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.

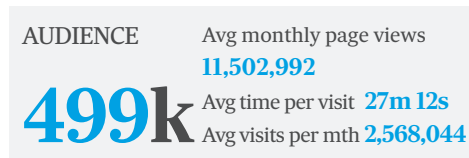
Source:

\*\* Omniture SiteCatalyst: Jan-Dec 2016  
\* emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending October 2016, Nielsen Online Ratings November 2016 people 14+ only. Financial Review Website  
^ Business Leaders Australia Survey 2015 (Financial Review Website).

**AFR.COM\*\*** (Desktop, tablet and smartphone combined)



**DESKTOP\*\*** (including tablet)

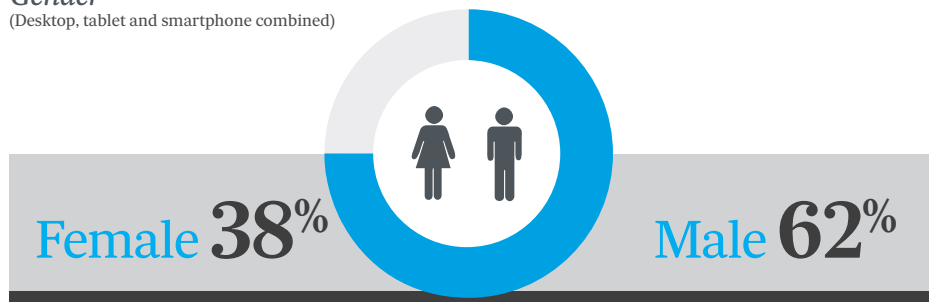


**SMARTPHONE\*\***



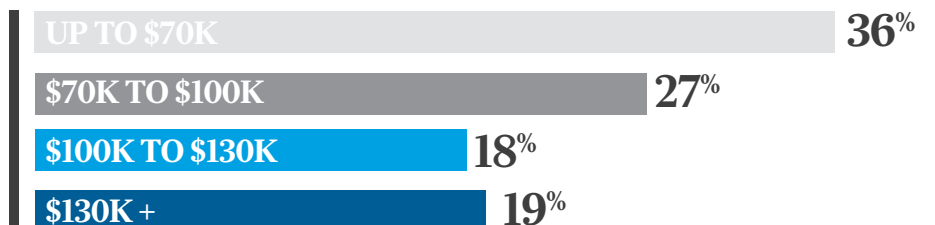
Gender\*

(Desktop, tablet and smartphone combined)



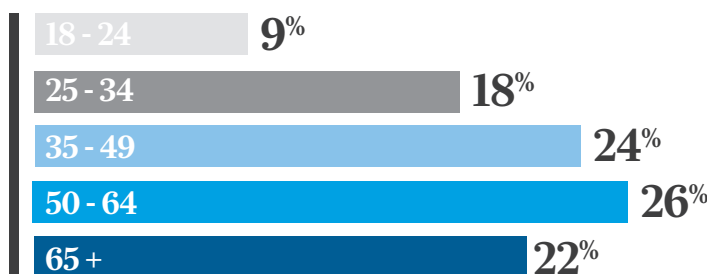
Full-Time Income\*

(Desktop, tablet and smartphone combined)



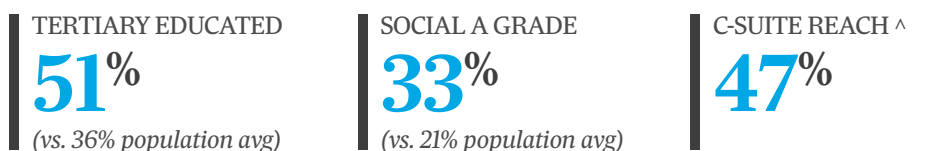
Age\*

(Desktop, tablet and smartphone combined)



Demographics\*

(Desktop, tablet and mobile combined)





**WINNER OF THE PANPA  
BEST NEWS APP 2012, 2013  
& 2016**

*The Financial Review universal app is a comprehensive and specially designed application which brings the quality, independent journalism of the Financial Review to the convenience of the smartphone and iPad.*

*Our app, which was relaunched in 2016 to become a universal app, has been designed to keep subscribers up-to-date and in the know throughout their busy lives with breaking news, in-depth analysis and commentary on must-read topics, shortcuts to sections and award-winning magazine content.*

**Source:**

- \*\* iTunes Connect, 14 Nov 2016 - 11 Jan 2017
- \* emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending October 2016, Nielsen Online Ratings November 2016 people 14+ only. Financial Review Website
- ^ Business Leaders Australia Survey 2015 (Financial Review Website).

## TABLET APP\*\*

**162,000**

App Downloads

**5,282**

Unique Visitors/Weekday

## MOBILE APP\*\*

**9,845**

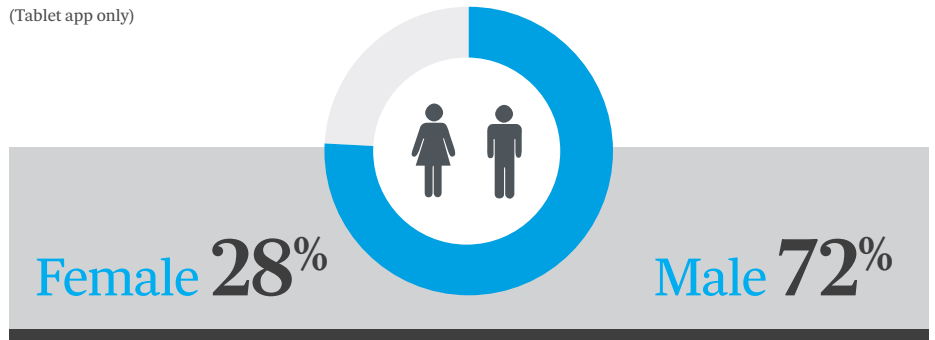
App Downloads

**2,075**

Unique Visitors/Weekday

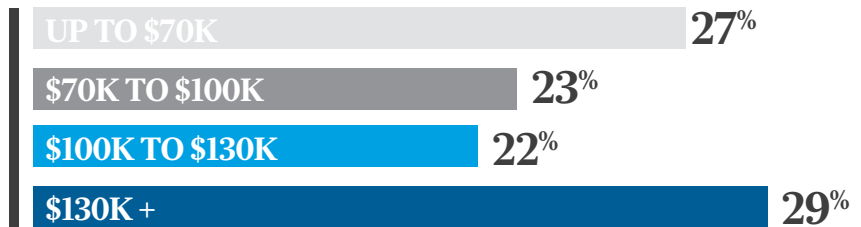
## Gender

(Tablet app only)



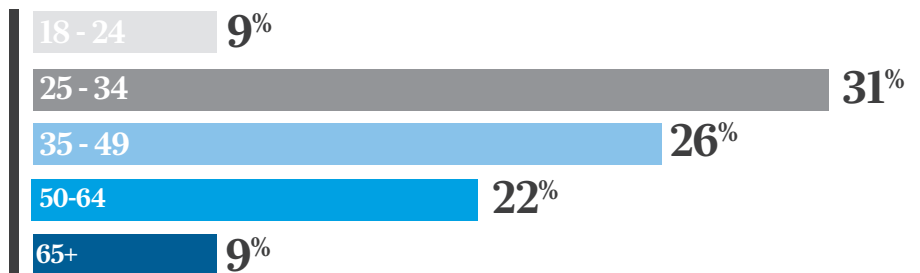
## Full-Time Income\*

(Tablet app only)



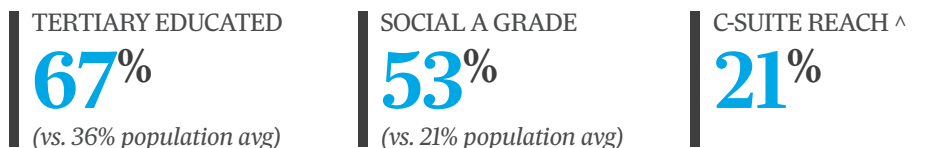
## Age\*

(Tablet app only)



## Demographics\*

(Tablet app only)







# 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 & Consulting

The Wednesday *Financial Review* Accounting & Consulting section is a must read for all directors, CFOs, senior executives, accountants and clients. The editorial focuses on the major professional services firms, the disruptors and the independents. It covers how firms operate, what it's like to work at the firms, the key participants in the industry, the services being sold, what clients think and how they use these companies. In addition to how companies report their financial performance to the markets, latest news & 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

### 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

### 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





# Business & Finance

## ■ 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

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)**



## SPECIAL REPORTS CALENDAR 2017

DATE				REPORT				DATE				REPORT																			
<b>FEBRUARY</b>								<b>JULY</b>																							
Feb-08	WED	ROP LIFT OUT	Forex	Jul-03	MON	WRAP	EOFY Wrap	Jul-07	FRI	ROP LIFT-OUT	Partnership Survey & Partner Announcements	Jul-12	WED	ROP LIFT-OUT	Agribusiness																
Feb-09	THUR	ROP LIFT-OUT	Small Business Cashflow	<b>AUGUST</b>																											
Feb-14	TUES	ROP LIFT-OUT	Cyber Security	Aug-03	THUR	ROP LIFT-OUT	Small Business Cash Flow	Aug-08	TUE	ROP LIFT-OUT	IT Infrastructure: Security	Aug-09	WED	ROP LIFT-OUT	CFDs & ETFs	Aug-17	THUR	ROP LIFT-OUT	Export & Trade	Aug-23	WED	ROP LIFT-OUT	Fleet Management	Aug-28	MON	ROP LIFT-OUT	Your Child's Education	Aug-31	THUR	ROP LIFT-OUT	Private Banking
Feb-15	WED	ROP LIFT-OUT	Fleet Management	<b>SEPTEMBER</b>																											
Feb-22	WED	ROP LIFT-OUT	Online Trading	Sep-07	THUR	ROP LIFT-OUT	Asia Trade & Emerging Markets	Sep-11	MON	ROP LIFT-OUT	MBA and Postgraduate	Sep-13	WED	ROP LIFT-OUT	Defence	Sep-18	MON	ROP LIFT-OUT	MBA and Postgraduate	Sep-20	WED	ROP LIFT-OUT	Resources	Sep-21	THUR	ROP LIFT-OUT	Wealth Management: HNW Individuals				
Feb-23	THUR	ROP LIFT-OUT	Energy & Infrastructure	<b>OCTOBER</b>																											
<b>MARCH</b>								Oct-04	WED	ROP LIFT-OUT	Energy & Infrastructure	Oct-12	THUR	ROP LIFT-OUT	Online Trading	Oct-17	TUE	ROP LIFT-OUT	IT infrastructure: SME	Oct-24	TUE	ROP LIFT-OUT	Business Travel	Oct-25	WED	ROP LIFT-OUT	Forex				
Mar-08	WED	ROP LIFT-OUT	Defence	<b>NOVEMBER</b>																											
Mar-15	WED	ROP LIFT-OUT	SMSF	Nov-07	TUE	ROP LIFT-OUT	Leveraged Investing	Nov-08	WED	ROP LIFT-OUT	Fleet Management	Nov-14	TUE	ROP LIFT-OUT	SMSF	Nov-16	THUR	ROP LIFT-OUT	CFDs & ETFs	Nov-21	TUE	ROP LIFT-OUT	Australia's Energy Future	Nov-23	THUR	ROP LIFT-OUT	Forex	Nov-29	WED	ROP LIFT-OUT	Defence
Mar-22	WED	ROP LIFT-OUT	Export & Trade	<b>DECEMBER</b>																											
<b>APRIL</b>								Dec-05	TUES	ROP LIFT-OUT	Resources	Dec-08	FRI	ROP LIFT-OUT	Partnership Survey & Partner Announcements																
Apr-03	MON	ROP LIFT-OUT	MBA and Postgraduate	<b>Booking / Cancellation deadline: 5 business days prior to publishing date</b>																											
Apr-07	FRI	ROP LIFT-OUT	Best Lawyers	<b>Material Deadline: 12pm, 1 business day prior to publishing date</b>																											
Apr-12	WED	ROP LIFT-OUT	Business Travel																												
Apr-13	THUR	ROP LIFT-OUT	Wealth Management																												
Apr-18	TUE	ROP LIFT-OUT	Forex																												
Apr-20	THUR	ROP LIFT-OUT	Fleet Management																												
<b>MAY</b>																															
May-04	THUR	ROP LIFT-OUT	CFDs & ETFs																												
May-06	SAT	ROP LIFT-OUT	2017 Boarding Schools Guide																												
May-10	WED	WRAP	Budget Wrap																												
May-15	MON	ROP LIFT-OUT	AUS Energy Future																												
May-16	TUES	ROP LIFT-OUT	Wealth Management: HNW Individuals																												
May-18	THUR	ROP LIFT-OUT	Resources																												
May-22	MON	ROP LIFT-OUT	Robo Advice																												
May-24	WED	ROP LIFT-OUT	SMSF Report																												
<b>JUNE</b>																															
Jun-01	THUR	ROP LIFT-OUT	Wealth Management																												
Jun-06	TUE	ROP LIFT-OUT	Forex																												
Jun-13	TUE	ROP LIFT-OUT	Cyber Security																												
Jun-15	THUR	ROP LIFT-OUT	Online Trading																												
Jun-20	TUE	ROP LIFT-OUT	Fleet Management																												
Jun-22	THUR	ROP LIFT-OUT	Defence																												
Jun-30	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:

**Kate Wareham**

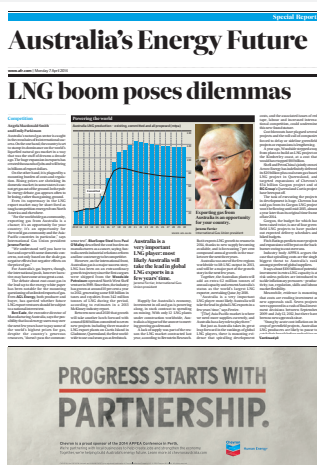
**E:** [kate.wareham@fairfaxmedia.com.au](mailto:kate.wareham@fairfaxmedia.com.au)

**T:** 02 9282 2120

**Marcus Sands**

**E:** [msands@fairfaxmedia.com.au](mailto:msands@fairfaxmedia.com.au)

**T:** 03 8667 3857



**FINANCIAL REVIEW & AFR WEEKEND**

**MONDAY - FRIDAY FINANCIAL REVIEW**

ANNUAL COMMITMENT (\$)	CASUAL	\$75K	\$150K	\$300K	\$500K	\$750K	\$1MIL+
<i>Per Column Centimetre Rates</i>							
<b>RUN OF PAPER (M-F)</b>							
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
<b>FRIDAY RECRUITMENT</b>							
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 2017 - 31 December 2017. 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 2017 - 31 December 2017 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**

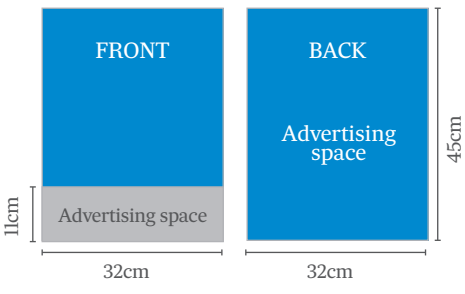


**ADHESIVE NOTE - RATES**

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 2017. 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  
 E: [au-amm-pricingandinventory-print-group@fairfaxmedia.com.au](mailto:au-amm-pricingandinventory-print-group@fairfaxmedia.com.au)

**AUSTRALIA****SYDNEY**

Fairfax Media  
Level 1, 1 Darling Island, Pyrmont  
SYDNEY NSW 2009  
T: (02) 9282 3415  
F: (02) 9282 3854

**MELBOURNE**

Fairfax Media  
Level 6, 655 Collins Street  
DOCKLANDS VIC 3008  
T: (03) 8667 3857  
F: (03) 8667 3851

**BRISBANE**

Fairfax Media  
7/ 140 Ann Street  
BRISBANE QLD 400  
T: (07) 3835 7500  
F: (07) 3835 7529

**PERTH**

Fairfax Media  
Level 1, 169 Hay Street  
EAST PERTH WA 6004  
T: (08) 9220 1575  
F: (08) 9423 8922

**ADELAIDE**

Fairfax Media  
Level 1, 200 Greenhill Road  
EASTWOOD SA 5063  
T: (08) 8210 1122  
F: (08) 8212 1210

**INTERNATIONAL****LONDON**

Brett Warren  
Warren International Media  
Suite 12, Rossknoll House  
Orion Park, Northfield Avenue  
LONDON W13 9SJ  
T: +44 (0) 20 7099 7992  
F: +44 (0) 870 4953 440

**EUROPE**

Robert Logan  
Robert Logan & Associates  
Suite 12, Rossknoll House  
Orion Park, Northfield Avenue  
LONDON W13 9SJ  
T: 0011 44 (0) 208 579 4836  
F: 0015 44 (0) 208 579 5057

**NEW YORK**

Conover Brown  
World Media Inc.  
19 West, 36th Street, 7th Floor  
NEW YORK 10018  
T: 0011 1 212 244 5610  
F: 0015 1 212 244 5321

**DUBAI**

Vivienne Davidson  
Intermedia, Commercial Centre  
Safa Park, Sheikh Zayed Road  
PO Box 22857, DUBAI  
T: +971 346 6006  
F: +971 346 6016

**SINGAPORE**

Peggy Thay  
Publicitas Singapore  
1 Coleman Street  
#09-08 The Adelphi  
Singapore 179803  
T: +65 6836 2272  
F: +65 6634 5231

**MALAYSIA**

Audrey Cheong  
Publicitas International (Malaysia)  
Lot S105, 2nd Floor, Centrepoint,  
Lebuh Bandar Utama, Bandar Utama  
47800 PETALING JAYA, SELANGOR  
T: 0011 603 772 9 6923  
F: 0015 603 772 9 7115

**HONG KONG**

Zinnia Yu  
Publicitas Hong Kong  
26/6F Two Chinachem Exchange Square  
338 Kings Road, North Point  
HONG KONG  
T: 0011 852 2516 1515  
F: 0015 852 2528 3260

**JAPAN**

Yasunari Ibe  
Shinano International, Inc.  
Akasaka Kyowa Bldg, 2F  
1-6-14 Akasaka, Miato-ku  
TOKYO 107-0052  
T: 81 3 3584 6420  
F: 81 3 03505 5628

**NEW ZEALAND**

Neil Bowman  
McKay & Bowman International Media  
Representatives Ltd  
PO Box 36-490, Northcote, Auckland  
60 McBreen Avenue, Northcot  
AUCKLAND 0627  
T: 0011 649 419 0561  
F: 0015 649 419 2243

**THAILAND**

Steven Fong  
Publicitas Thailand  
5th Floor, Lumpinil Building  
239/2 Soi Sarasin, Rajdamri Road, Lumpini  
PATHUMWAN BANGKOK 10330  
T: +662 651 9273 to 7  
F: +662 651 9278

**CHINA**

Libby Chen  
Publicitas Beijing  
Room 808, 8/F, Tower A, Fullink Plaza  
No 18 Chaoyangmenwai Avenue  
BEIJING 100020 P.R. CHINA  
T: +8610 6518 8155 ext. 626  
F: +8610 6588 3110

**INDIA**

Santosh Pandey  
The Times of India – International Media  
Representation  
Response Department  
Dr. Dadabhoy Naoroji Road  
BOMBAY 400 001  
T: 0011 91 22 2273 1338  
F: 0015 91 22 2273 1145

**SOUTH AFRICA**

Michael Armstrong  
Publicity Project Management  
Rivonia Village, 3 Mutual Road, Rivonia  
PO Box 7881L, SANDTON, 2146  
T: 0011 27 11 803 8 211  
F: 0015 27 86 503 3237