

## FINANCIAL REVIEW



# OVERVIEW



# AFR OVERVIEW

*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.

# WHAT'S INSIDE



## *Chanticleer*

'Chanticleer' 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.



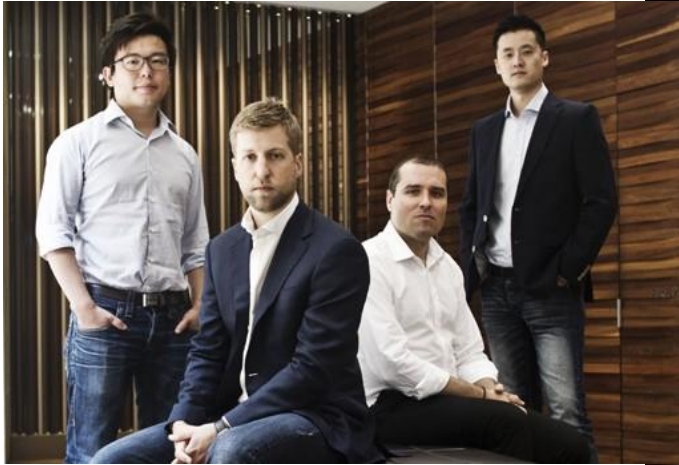
## *Companies & Markets*

The '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'.

## *Education*

The 'Education' section appears every Monday as a centre lift-out. With its unique approach and the ability to reach the business professional, '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.





## Enterprise powered by BRW

'Enterprise' is a must read for current owners and employees of small and medium businesses, as well as those interested in starting up or purchasing a SME. It provides useful and timely information on topical issues including tax, regulatory and legal issues, superannuation, communications, development business, property issues, franchising, exporting, information technology, employment issues, utilities, workers' compensation, access to finance and entrepreneurial skills.



## 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, 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.

# WHAT'S INSIDE

## 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.

## 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'.

# WHAT'S ONLINE



## *Business*

*The Australian Financial Review* offers unparalleled breadth and depth in Australian business news and analysis. Be it banking and finance, mining, energy, retail or beyond, we give you the inside running on corporate news, with access to the nation's leading executives and deal-makers.



## *Markets*

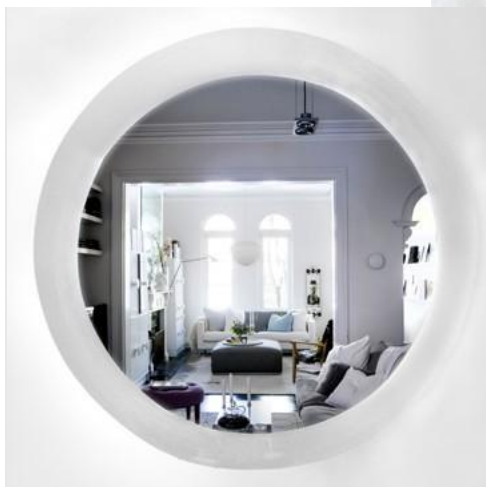
Keep abreast of the action in the equity, debt, commodity and currency markets that underpin Australian business and shape our economy. We take business leaders and sophisticated investors behind the numbers to understand what's shaping markets and where top fund managers and traders are headed next.



## *Street Talk*

We bring you the breaking stories, so you are the first to know what influences deal-makers in 'Mergers & Acquisitions' and Institutional investing. In time-critical capital markets, knowing of developments before the market reacts is invaluable.





### Real Estate

Find all you need to know about property - who bought, who sold and who made money from the market across Australia. You also have access to news, features, analysis and profiles, focusing on listed property trusts, developers, fund managers and private investors.



### Opinion

Go behind the news that shapes Australia's prosperity. Tap into insights from *The Australian Financial Review's* premier business and political writers and thought leaders from across finance, markets and public policy.



### Personal Finance

*The Australian Financial Review* understands the issues affecting Australia's high net worth and ultra-high net worth individuals. From financial markets, to superannuation, fixed income and specialist investments, delve into the issues and strategies that affect your wealth.

# WHAT'S ONLINE

### Leadership

Discover the secrets of high-performers and high-performing cultures, whether you're a leader or aspiring to lead. 'Leadership' brings together *BOSS* magazine's deep access to the C-suite with the best of *The Australian Financial Review's* business education news and insights.

# EDITORIAL TEAM



**Michael Stutchbury**  
*Editor-in-Chief*

Michael has been writing and editing on business, economics and politics for national newspapers in Australia for the past three decades, working out of Sydney, Melbourne, Canberra and Washington DC. Currently, he is a regular commentator on TV and radio, including ABC TV's 'Insiders' program, and the Editor-in-Chief of *The Australian Financial Review*.

**Tony Boyd**

Tony Boyd writes on business, markets, personal finance and news. Based in our Sydney newsroom, Tony has more than 35 years experience as a finance journalist and is known for writing *The Australian Financial Review's* 'Chanticleer' column, as well as his previous roles as associate editor Telecommunications, Financial Services editor, Global Markets editor, Information Technology editor and Tokyo correspondent.



**Laura Tingle**



Laura Tingle writes on News specialising in Politics, Policy, Economy. Based in our Canberra newsroom, Laura has over 30 years experience as a reporter covering markets, economics and politics. Laura has won two Walkley awards and the Paul Lyneham award for Excellence in Press Gallery Journalism. She has been highly commended by the Walkley judges for investigative reporting.

# EDITORIAL TEAM



Jennifer Hewett

Jennifer Hewett writes on News specialising in Politics, Policy, Economy. Based in our Sydney newsroom, Jennifer is a senior national affairs columnist

Matthew Stevens

Matthew Stevens writes on Business specialising in Mining, Energy, Opinion. Matthew is a senior business writer and columnist.



Joe Aston



Joe Aston writes *The Australian Financial Review's* 'Rear Window' column on weekdays, while his Saturday column, 'The Adventures of Joe Aston', appears in *AFRWeekend*. Joe also reports on cricket for Fairfax Media titles and for Wide World of Sports on the Nine Network. He is based in Sydney.



# EDITORIAL TEAM

Dom White

Dominic White writes on 'Media & Marketing' specialising in TV, Publishing, Leadership. Based in our Sydney newsroom, Dominic has over 18 years experience as journalist and has held positions as a senior reporter and editor for the *Financial Review* and London's *The Daily Telegraph* and *The Sunday Telegraph*. He is a former young business journalist of the year (PTC).



James Thomson



James Thomson is *The Australian Financial Review's* Companies & Markets Editor and a former *BRW* Editor, based in our Melbourne newsroom. He writes regularly on Australia's wealthiest entrepreneurs and has deep expertise in small business and the mid market.

## FURTHER INFORMATION

### ADVERTISING CONTACT INFORMATION

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### AUDIENCE PROFILE

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### DEADLINES

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