

AFR WEEKEND



MIKE CANNON BROOKES
& SCOTT FARQUAR -
FOUNDERS OF ATLIASSIAN

PHOTO: NICK WALKER

Media Kit 2018



In a digital age where people have less time than ever *AFR Weekend* is the newspaper that respects readers' intelligence.

Compelling and thought-provoking but never oversold, our news, analysis and features keep readers informed, entertained and in the loop without resorting to ideological scaremongering. Readers consistently tell us this is a formula they like, and it's one that made *AFR Weekend* PANPA's Weekend Newspaper of the Year in 2016.

We complement the agenda-setting news *The Australian Financial Review* is known for with big reads that recognise weekends are a time to kick back, too. Weekend Fin's long reads and Lunch with the *AFR* profiles and Life & Leisure's luxury liftout neatly complement the intelligent analysis our crack team of political, business and economics correspondents bring to the week's big issues.

At *AFR Weekend* we believe the design is just as important as the stories and we make sure it looks great every week.

It starts with page one, where a bigger, bolder masthead and magazine quality photography and graphical do-ups make it consistently the most eye-catching paper among its weekend peers. This lively, contemporary and clear design extends into an unashamedly compact paper, embellished on the first weekend of most months by a glossy magazine, either *Sophisticated Traveller* or *Luxury Magazine*. All up, it's a package we're proud of.

Audience profile – Overview

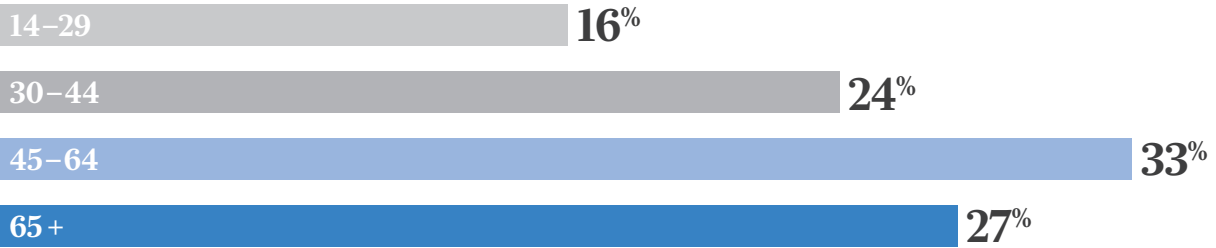
READERSHIP*
259,000

CIRCULATION^^
47,394*

GENDER*

Female **25%** Male **75%**

AGE*



DEMOGRAPHICS*

TERTIARY EDUCATED

71%

(vs. 36% population avg)

SOCIAL A GRADE

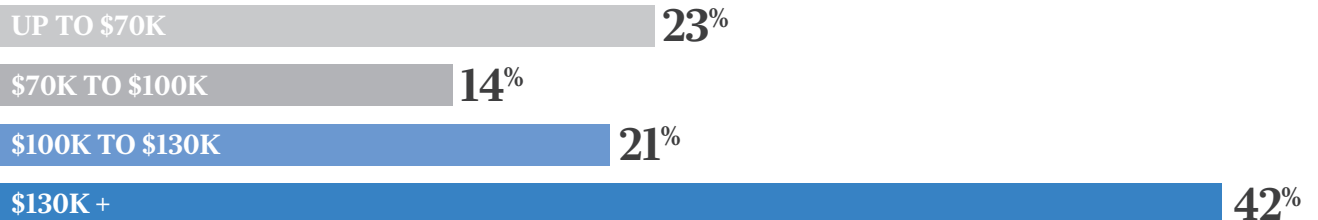
60%

(vs. 22% population avg)

C-SUITE REACH

12%

FULL-TIME INCOME*



* Source: emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending October 2017.

^^ ABC December 2017



Life & Leisure

With a new editor and a classy new design, Life & Leisure provides a sharp and sophisticated look at the lifestyle our discerning readers enjoy and the luxury items they desire. Life & Leisure captures the best in food, travel, design, fashion, watches and other finery, while our A-list of regular columnists offer their verdicts on wine (Max Allen), consumer tech (John Davidson), prestige motoring (Tony Davis), and executive property.



Perspective

A deeper look at the big issues shaping Australia and the world. Perspective dives into politics, economics and business but also dips into the arts, society and sport. It aims to surprise and inform readers, applying the *Financial Review's* intelligence to topics that are not always covered in the weekday paper. It's a must read for anyone who wants to really understand how the world works.



Smart Investor

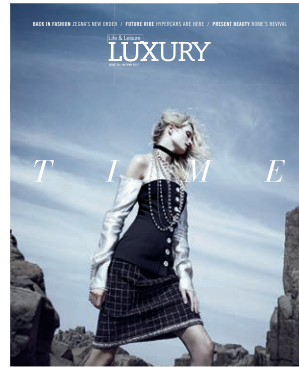
Personal finance is core to the *AFR* and reader surveys tell us the independent, insightful analysis of economies, markets and products is one of *AFR Weekend's* key selling points. Smart Investor gives the *AFR* a single personal finance brand, whose mission is to help readers create and preserve their wealth. It is a mission we take seriously.



Weekend Fin

Explore the trends shaping our society; enjoy features on culture, literature, art, fashion and film in writing that is in-depth and beautifully textured. Each week, there's a stunning pictorial feature, showcasing what's exciting in art, photography or travel, and hear from the influential, the famous, and the quiet achievers as they lunch with the *AFR's* writers and explain what drives them. Weekend Fin lets you stay ahead of the curve with this chocolate box of a section.

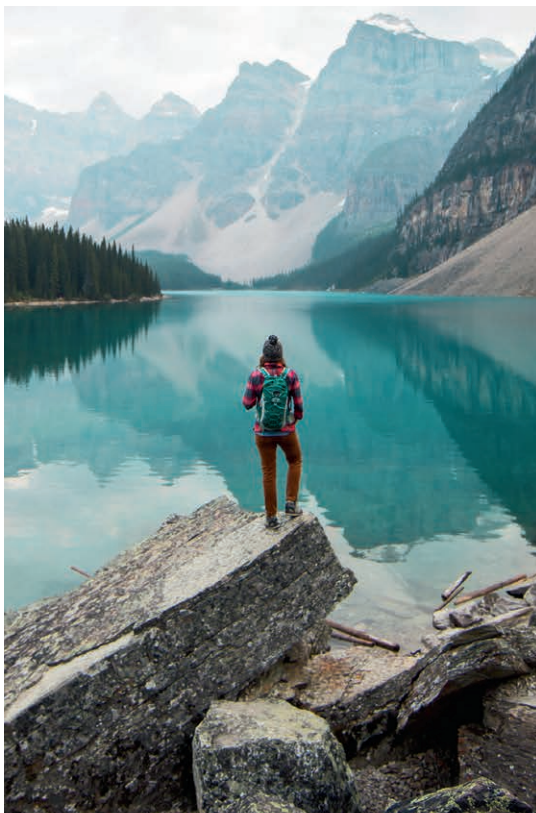
Newspaper inserted magazines



Life & Leisure **LUXURY**

Life & Leisure Luxury is a glossy, large-format magazine that appears quarterly in *The Australian Financial Review*. From its May 2007 launch issue, Luxury was an instant success with readers and advertisers alike.

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.



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 Australian Financial Review*.

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

Advertising rates

AFR WEEKEND

AFR WEEKEND							
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	WEEKEND	COLOUR OPTIONS
Early General News (prior 21)	40%	NATIONAL COLOUR 40%
Early General News Right Hand Page	60%	
Right Hand Page	30%	
Facing/Consecutive Pages	20%	RECRUITMENT COLOUR 30%
Sections: Companies & Markets, Smart Money, Enterprise, Legal Affairs	20%	
All Other Sections (incl Property)	20%	
Special Reports (incl colour)	45%	

*Excludes Recruitment advertising

PREMIUM POSITIONS (INCL COLOUR)	WEEKEND	INCL GST
Front Page (5x7 Mon - Fri) (7x7 Weekend)	\$8,000	\$8,800.00
Outside Back Page (8x7)	\$5,000	\$5,500.00
Ear Space (1.5x4cms) sold only with strip ad	\$500	\$550.00
Watermark: Share Tables	\$2,000	\$2,200.00

DEADLINES

Booking & cancellation deadlines:
10AM two business days prior to publication.

Material deadlines:
12PM one business day prior to publication.

Rates effective until 31 December 2018.

Rates are subject to change.
Contact your Financial Review sales
representative for further details.

Rates are for newspaper only.
(Life & Leisure separate ratecard).

For creative options bookings and information
contact David Higgins

E: david.higgins@fairfaxmedia.com.au

Advertising rates

LIFE & LEISURE

FINANCIAL REVIEW LIFE & LEISURE SECTION (FRIDAY & WEEKEND)

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

DEADLINES

Booking & cancellation deadlines:
10AM Monday prior to publication.

Material deadlines:
12PM Tuesday prior to publication.

Rates include colour and effective until 31 December 2018. 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.*

For creative options bookings and information contact David Higgins

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