

LIFE & LEISURE MEDIA KIT 2012

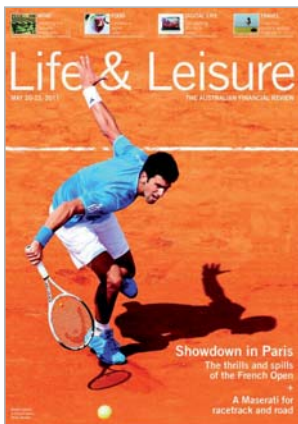
www.afradcentre.fairfax.com.au



A key component of the **Financial Review Group**

Life & Leisure

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FINANCIAL REVIEW LIFE & LEISURE

Successful people like to enjoy the fruits of their labour and that's where *Life & Leisure* comes in. It's on the pulse with the latest and greatest lifestyle interests. Regular columns include fashion, digital life, motoring, food and wine, property, what's on and travel. Readers connect at a time when they are in a relaxed frame of mind and considering purchase decisions.



REGULAR COLUMNS

Life Time.

Treat yourself to the latest fashion, accessories, cosmetics, gifts, cocktails, spas and pampering all at a glance.

Fashion.

We cast a keen eye over all the latest shows, trends & happenings of the fashion world. We also shine a light on the very best designers and fashion personalities both in and outside of Australia.

Digital Life.

A guide to the latest, best and most useful tools and toys for when you're not at work.

Motoring.

We test prestige vehicles and provide our recommendations.

Food & Wine.

Life & Leisure talks to some of Australia's and the world's top chefs who reveal their philosophies on food and some of their most treasured recipes.

Property.

Advice on living and interior design, offers an in depth look at neighbourhoods as well as residential and executive property.

What's On.

Life & Leisure recommends the best cultural, artistic and sporting events happening in each capital city that weekend.

audience

READERSHIP:
369,000*

Friday or *Weekend Financial Review*

CIRCULATION:
144,992**

Monday - Friday +
Weekend Financial Review

*Source: Roy Morgan September 2011
(*Life & Leisure* figure - Friday or *Weekend Financial Review*)
**Source: ABC September 2011
^ *Life & Leisure* Reader Survey 2010

LIFE & LEISURE AUDIENCE

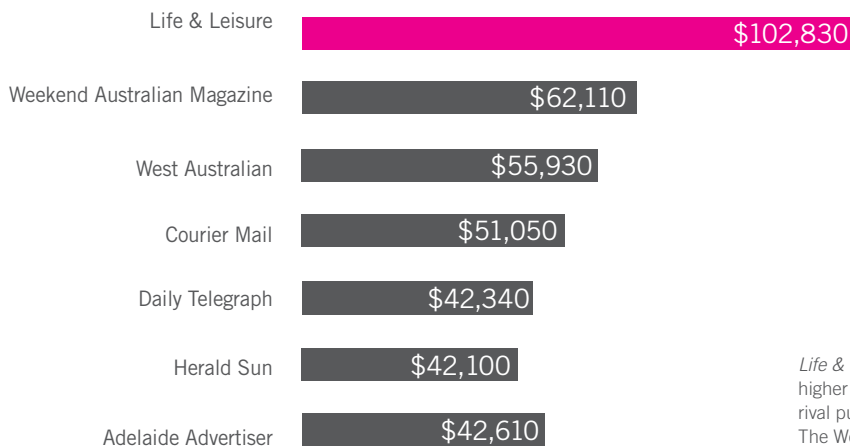
READER PROFILE

83% of *Life & Leisure* readers are male ^
17% of *Life & Leisure* readers are female ^
57% of the pass-on readership are female ^
\$199,150 is the average income of *Life & Leisure* readers ^
47yrs is the average age ^
58% of *Life & Leisure* readers intend to buy a prestige / luxury / sports car as their next purchase ^

FASHION/ACCESSORIES

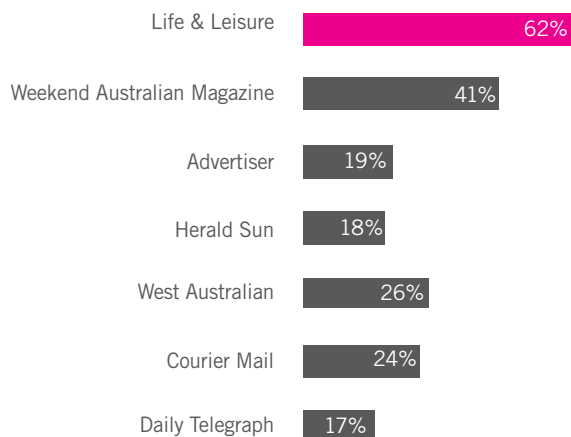
\$890 is the average spent on clothing over the past 4 weeks ^
\$1,520 is the average spent on jewellery for someone else over the past 12 months ^
\$3,269 is the average value of next watch purchase ^

AVERAGE INCOME OF READERS *



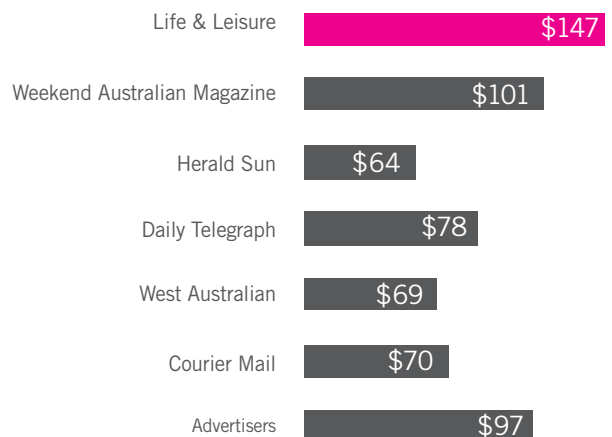
Life & Leisure readers have a much higher average income, compared to rival publications – 66% higher than The Weekend Australian Magazine

PERCENTAGE OF READERS WHO ARE ABs *



62% of *Life & Leisure* readers are ABs

AVERAGE AMOUNT SPENT ON ELECTRICAL GOODS IN THE PAST 4 WEEKS *



Readers of *Life & Leisure* have spent the most on average on electrical goods in the past 4 weeks.

LIFE & LEISURE FEATURES CALENDAR 2012

JANUARY

- 06 PROPERTY Improving your interiors
FOOD Beef & barbeques
- 13 PROPERTY Modern Kitchens
SPORT Tour Down Under (January 15-22)
SPORT Australian Open Tennis
- 20 PROPERTY Concrete and Wood
FASHION Milan Menswear
- 27 FASHION Hong Kong Fashion Week and Berlin Fashion Week
WATCHES Geneva Time Exhibition

FEBRUARY

- 03 FASHION Paris Couture and Paris Menswear
SPORT Autumn Racing: Melbourne Carnival
- 10 TRAVEL European Travel Special
GIFT GUIDE Valentine's Day
- 17 FASHION New York Fashion Week
- 24 FASHION London Fashion Week
PROPERTY Autumn sales
FOOD Melbourne Food and Wine Festival preview

MARCH

- 02 SOPHISTICATED TRAVELLER MAGAZINE**
- 9 SPORT 2011 Formula One: Australian Grand Prix
FASHION Milan and Paris Fashion Week (Women's Collections)
TRAVEL Asian Travel Special
- 16 LUXURY MAGAZINE
- 23 SPORT Autumn Racing: Sydney Carnival
FASHION Tokyo Fashion Week
WATCHES Basel Watch Fair wrap-up
- 30 SPORT US Masters Golf
TRAVEL Short breaks special

APRIL

- 05 Easter BUMPER
PROPERTY Coastal property feature
- 13 DESIGN Interiors special
WINE Australian cellar door special
- 20 TRAVEL Paradise in under 10 hours
- 27 SPORT Cycling: Giro d'Italia
FASHION Australian Fashion Week Preview
GIFT GUIDE Mother's Day

MAY

- 04 LUXURY MAGAZINE**
- 11 FASHION Australian Fashion Weeks and News
TRAVEL Queensland Special
FOOD Audi Noosa Food and Wine Festival
- 18 SPORT 2011 Formula One: Monaco Grand Prix and French Open
- 25 SAILING 19-22 May, Sanctuary Boat Show
TRAVEL North America & Canada special



JUNE

01 SOPHISTICATED TRAVELLER MAGAZINE

- 08 SPORT US Open Golf
PROPERTY Alpine Property, Australia/NZ
- 15 SPORT Wimbledon Tennis Championships
TRAVEL Winter Escapes
- 22 FASHION Milan Fashion Week – Men’s
WINE Winter Wine special
- 29 SPORT Cycling: Tour de France
FASHION Paris Fashion Week – Men’s
TRAVEL Domestic travel special – city breaks

JULY

- 06 SPORT British Open Golf
PROPERTY Golf estates
- 13 FASHION Paris Fashion Week: Haute Couture
TRAVEL Asian special
- 20 FASHION Miami Swimwear
- 27 DESIGN / INTERIORS The modern home
BOATING Sydney International Boat Show

AUGUST

03 LUXURY MAGAZINE

- 10 FASHION Get Spring Racing Ready
- 17 PROPERTY Prepare for Spring
SAILING Audi Hamilton Island Race Week
- 24 GIFT GUIDE Father’s Day
Men’s Grooming Special
SPORT US Open Tennis
- 31 TRAVEL Short regional breaks (plan your long weekend now)

SEPTEMBER

07 SOPHISTICATED TRAVELLER MAGAZINE

- 14 PROPERTY Luxury rural / garden estates
RACING Spring Racing preview & guide
SPORT Formula One: Singapore Grand Prix
WATCHES Hong Kong Watch and Clock Fair
- 21 FASHION New York Fashion Week
TRAVEL Best adventure holidays
- 28 SPORT AFL & NRL Grand Final
FASHION Milan Fashion Week: Women’s

OCTOBER

- 05 PROPERTY City Living Special
- 12 TRAVEL North American skiing preview
FASHION Paris Fashion Week: Ready to Wear
- 19 TRAVEL Europe earlybird travel special
- 26 RACING Melbourne Cup & Fashions

NOVEMBER

02 SOPHISTICATED TRAVELLER MAGAZINE

- 09 PROPERTY Holiday homes
TRAVEL Last-minute summer getaways
SPORT Polo
- 16 LUXURY MAGAZINE
- 23 FOOD Summer menus special Part 1
SPORT Australian Masters Golf preview
- 30 FOOD Summer menus special Part 2
ARTS Top arts tickets for summer

DECEMBER

- 07 GIFT GUIDE for Christmas – MEN
SPORT Magic Millions Carnival
FOOD Summer menus special Part 3
- 14 GIFT GUIDE for Christmas – WOMEN
FOOD Summer menus special Part 4
- 21 TRAVEL Short summer escapes
SAILING Sydney to Hobart Yacht Race
- 28 PROPERTY Interiors Special



FINANCIAL REVIEW LIFE & LEISURE ADVERTISING RATES

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) | \$14,047 | \$13,345 | \$12,642 | \$11,940 | \$11,238 | \$10,535 | \$9,833 |
| Junior Page (28x5) incl GST | \$15,451.70 | \$14,679.50 | \$13,906.20 | \$13,134.00 | \$12,361.80 | \$11,588.50 | \$10,816.30 |
| Half Page (20x7) | \$9,808 | \$9,318 | \$8,827 | \$8,337 | \$7,846 | \$7,356 | \$6,866 |
| Half Page (20x7) incl GST | \$10,788.80 | \$10,249.80 | \$9,709.70 | \$9,170.70 | \$8,630.60 | \$8,091.60 | \$7,552.60 |
| 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 |
| 10x5 | \$5,200 | \$4,940 | \$4,680 | \$4,420 | \$4,160 | \$3,900 | \$3,640 |
| 10x5 incl GST | \$5,720.00 | \$5,434.00 | \$5,148.00 | \$4,862.00 | \$4,576.00 | \$4,290.00 | \$4,004.00 |
| 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 (8cm x 7cols) | \$8,500 |
| Front Page (8cm x 7cols) incl GST | \$9,350 |
| 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 | 40% |
| TAS | 40% |
| QLD | 40% |
| SA | Subject to availability |
| WA | Subject to availability |

BOOKING & CANCELLATION DEADLINES: 10AM Monday prior to publication.

MATERIAL DEADLINES: 3PM Tuesday prior to publication for there is limited availability.

* Junior Pages - Please check with your representative.

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

LIFE & LEISURE TECHNICAL SPECIFICATIONS

LIFE & LEISURE PAGE SPECIFICATIONS

| Size | Type Area |
|-------------------|-------------|
| Full Page | 375 x 260mm |
| 1/2 Horizontal | 200 x 260mm |
| 1/2 Vertical | 375 x 147mm |
| 1/4 Horizontal | 100 x 260mm |
| Junior | 280 x 185mm |
| Module Ad (10x3) | 100 x 110mm |
| Minimum Ad (10x2) | 100 x 72mm |

Bleed to gutter 15mm per pages. Centrespread width 550mm.

Measurements are given in millimetres and are as height x width.

All Live Copy must be kept within this type area; this includes all text, image, keylines and keycodes.

Type Area Only specs on broken space ads are designed to sit within the Type area of the whole page.

Broken Space ads that bleed are designed to centre the type area within the ad space.

Do not use fine borders around the edge of a bleed advert. We cannot guarantee the absolute accuracy of trimming due to the nature of web offset printing processes.

BOOKING PROCEDURE

Verbal bookings must be confirmed in writing by the advertiser. If appearance dates or material instructions need to be altered, changes must be advised by phone. Please take the contact name of The Australian Financial Review representative and follow through with amended confirmation in writing.

CANCELLATION PROCEDURE

Cancellations must be made verbally and confirmed in writing 4 weeks prior to publication date. Please note the cancellation number quoted by the Financial Review representative and their name. Bookings taken inside cancellation deadline are non-cancellable.

ADVERTISING MATERIAL AND SPECIFICATIONS

Please note that Fairfax will only accept material via electronic transmission.

Fairfax operates new advertising quality assurance measures for The Australian Financial Review publications. All digital ads need to undergo Quality Assurance testing prior to being accepted for publication. For further information please contact your Financial Review representative or refer to website www.fairfax.com.au/specs or contact the Advertising Production Unit: 1300 666 326



LIFE & LEISURE CONTACTS

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FINANCIAL REVIEW GROUP

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From daily and 24/7 services like the *Financial Review* newspaper and website, through to specialist subjects covering investments and how to spend, or entrepreneurial communities like *BRW* Fast Club, we connect advertisers to the right people, at the right time, in the right environment.

Welcome to the world of the Financial Review Group. Choose any or a combination of our titles and connection platforms to ensure your marketing plan is geared for success.

