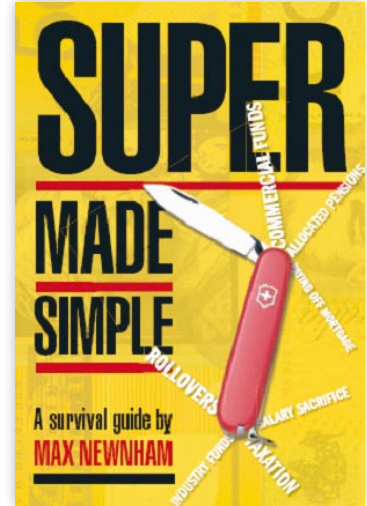


Book Sponsorship

We offer exclusive sponsorship of selected book titles within our Finance, Property, Health, Sport and Travel categories.

As the sole advertiser, the client receives maximum exposure with premium advertising positions within the book, logo on the back cover of the book and on all promotional material.

Sponsors are also given heavily discounted rates for Bulk Orders and Corporate Printing. We can also offer more sophisticated options such as gatefolds, customised content and book marks. For more information call 02 9282 2514.



CASE STUDY

Super Made Simple

In May 2007 BT Financial Group sponsored the launch of Super Made Simple. This book had already been written by Max Newnham but BT saw the benefit of associating themselves with a credible Super title written by an expert in the field.

Launch: June 2007
RRP: \$29.95
Brands: The Sydney Morning Herald / The Age
Pages: 208 pages, soft cover, black & white
Format: 215mm x 150mm
Initial Print Run: 8,000

The Sponsorship package included:

In book advertising

- Colour Inside Front Cover
- Colour Inside Back cover
- 4 internal advertisements
- Logo placement on Print adverts
- Logo placement online - on both AGE and SMH store sites

Sponsor Copies

BT opted to purchase 750 copies at a discounted RRP

Promotional Campaign

Due to the popularity of the Book, Fairfax Books ran 24 adverts across AGE and Herald. Max Newnham also conducted interviews across a number of radio stations



Super Made Simple
 With new Government legislation in place from July 2007, now is the time to sort out your superannuation. Whether you are starting to save or nearing retirement, this Survival Guide will help you make the most of your money, so you can make the most out of your life. Written by regular Age contributor and respected super specialist Max Newnham. RRP \$29.95

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THE AGE

Please complete the coupon if ordering by mail. Send coupon to: Super Made Simple, Reply Post 4512, Melbourne VIC 3006

Title: _____ First Name: _____ Surname: _____
 Address: _____
 Suburb: _____
 State: _____ Postcode: _____ Email Address: _____ (Work) _____
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