



LUXURY MEDIA KIT 2012

www.adcentre.com.au/life--leisure-luxury-magazine.aspx

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

Life & Leisure

LUXURY

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FINANCIAL REVIEW LIFE & LEISURE LUXURY MAGAZINE

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. Readers connect at a time when they are in a relaxed frame of mind and considering purchase decisions.

Life & Leisure Luxury is a quarterly update on the latest luxury trends. It takes a witty and stylish approach to fashion and accessories, design, real estate, interiors, architecture, technology, cars, watches, jewellery, food and travel.

REGULAR COLUMNS

- Technology
- Travel
- Jewellery
- Watches
- Property
- Fashion
- Features
- Motoring
- Design
- Luxury Goods
- Architecture



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 - Fri / Weekend Financial Review)
**Source: ABC September 2011
^ Luxury Reader Survey 2009

LUXURY MAGAZINE AUDIENCE

READER PROFILE

53% of *Luxury* magazine readers are male ^
47% of *Luxury* magazine readers are female ^
57% of the pass-on readership are female ^
\$168k is the avg income of *Luxury* magazine readers ^
44yrs is the average age ^
24% of *Luxury* magazine readers spent over \$1,000 on jewellery for someone else over the past 12 months their last watch purchase ^
63% of *Luxury* magazine readers own two or more cars ^

FASHION/ACCESSORIES

\$885 is the average spent on clothing over the past 4 weeks ^
\$315 is the average spent on grooming product over the past 4 weeks ^
\$2,045 is the average spent on last watch purchase ^

AB PROFILE *

A higher proportion of *Life & Leisure Luxury* readers are AB's relative to other publications in the competitive set.



WHAT MAKES AN AB?

Each Roy Morgan respondent is given a score from three categories - Education level; Income level; Occupation. The top 20% of these combined scores are considered to be part of the AB quintile.

PROFILE - C SUITES *

Luxury has a higher proportion of C-Suite readers than other publications.



LUXURY MAGAZINE ADVERTISING RATES & DEADLINES

LUXURY MAGAZINE ADVERTISING RATES

| Frequency | Casual | 4x | 8x | 12x | 16x | 20x | 24x |
|----------------------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| DISCOUNT | Casual | 5% | 10% | 15% | 20% | 25% | 30% |
| Full Page | \$19,434 | \$18,462 | \$17,491 | \$16,519 | \$15,547 | \$14,575 | \$13,604 |
| Full Page incl GST | \$21,377.40 | \$20,308.20 | \$19,240.10 | \$18,170.90 | \$17,101.70 | \$16,032.50 | \$14,964.40 |
| DPSC | \$35,000 | \$33,250 | \$31,500 | \$29,750 | \$28,000 | \$26,250 | \$24,500 |
| DPSC 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 | \$14,047 | \$13,345 | \$12,642 | \$11,940 | \$11,238 | \$10,535 | \$9,833 |
| Junior Page 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 Vertical or Horizontal | \$9,808 | \$9,318 | \$8,827 | \$8,337 | \$7,846 | \$7,356 | \$6,866 |
| Half Page Vertical or Horizontal 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 Vertical or Horizontal | \$5,845 | \$5,553 | \$5,260 | \$4,968 | \$4,676 | \$4,384 | \$4,091 |
| Third Page Vertical or Horizontal 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 Vertical or Horizontal | \$4,384 | \$4,165 | \$3,946 | \$3,726 | \$3,507 | \$3,288 | \$3,069 |
| Quarter Page Vertical or Horizontal incl GST | \$4,822.40 | \$4,581.50 | \$4,340.60 | \$4,098.60 | \$3,857.70 | \$3,616.80 | \$3,375.90 |

PREMIUM POSITIONS

| PREMIUM POSITIONS | LOADS |
|----------------------------|-------|
| 1st Inside Front Cover | 20% |
| 2nd Inside Front Cover | 15% |
| Right Hand Page | 10% |
| Front Half | 10% |
| Right Hand Right Hand Page | 15% |
| Outside Back Cover | 10% |

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

Navigator

Navigator is a part of the *Life & Leisure* magazine titles *Luxury* and *The Sophisticated Traveller*, offering a flexible option for advertisers aiming to speak to their audience on a regular basis. With strong penetration of the AB-quintile group, the Navigator offers the space for businesses to directly speak to potential customers, and the opportunity to remind current customers of their presence.

LUXURY MAGAZINE MODULE DIRECTORIES*

| Frequency | 1x | 2x | 4x | 6x | 8x |
|------------------------|----------------|--------------|--------------|--------------|--------------|
| 70mm x 58mm | \$1,000 | \$800 | \$600 | \$500 | \$400 |
| 70mm x 58mm (incl GST) | \$1,100 | \$880 | \$660 | \$550 | \$440 |

*Module Rates include production.

All material is to be delivered to EHA Direct tel: 02 9211 1690.

Contact your Financial Review sales representative for further details.

All Financial Review Life & Leisure rates are colour inclusive.

LUXURY MAGAZINE DEADLINES

| Edition | On Sale | Booking | Material |
|---------------|---------------------------------|-----------------------------------------|-----------------------------------------|
| March 2012 | 16 March - 17 March, 2012 | 10AM , Thursday, 9 February 2012 | 3PM , Thursday, 16 February 2012 |
| May 2012 | 04 May - 05 May, 2012 | 10AM , Thursday, 29 March 2012 | 3PM , Thursday, 4 April 2012 |
| August 2012 | 3 August - 4 August, 2012 | 10AM , Thursday, 28 June 2012 | 3PM , Thursday, 5 July 2012 |
| November 2012 | 16 November - 17 November, 2012 | 10AM , Thursday, 11 October 2012 | 3PM , Thursday, 4 October 2012 |

Rates effective 1 January 2012 - 31 December 2012. Subject to change without notice.

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 *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

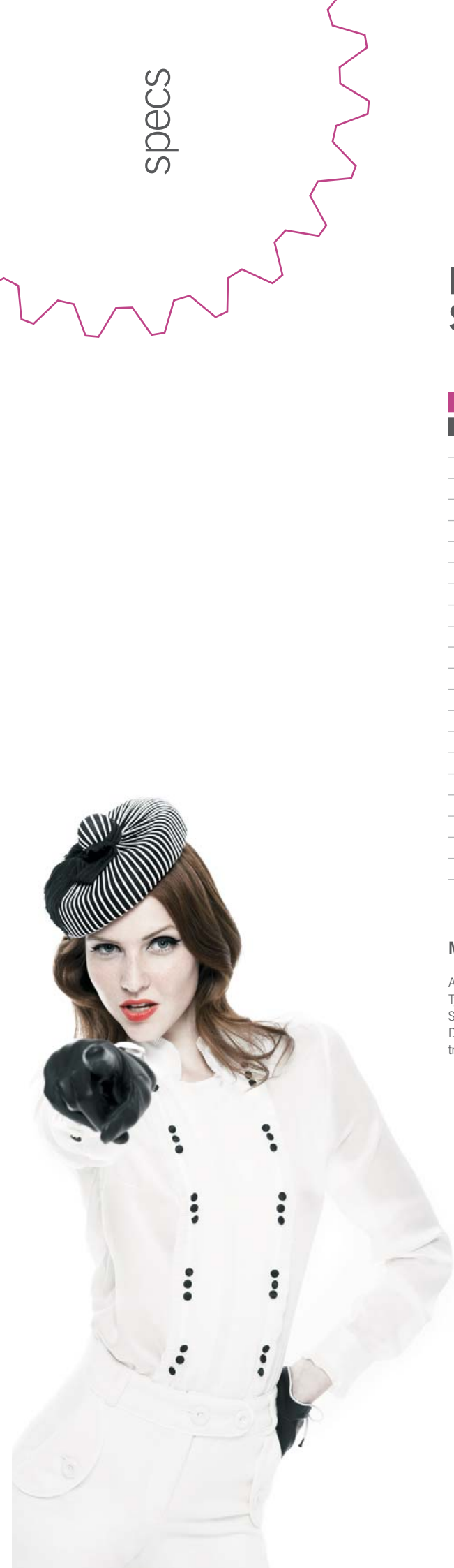
LUXURY MAGAZINE TECHNICAL SPECIFICATIONS

PAGE SPECIFICATIONS

| Size | Type Area | Trim Size | Bleed Area |
|----------------------------|---------------|---------------|---------------|
| Full Page | 294mm x 242mm | 330mm x 270mm | 340mm x 280mm |
| 1/2 Horizontal | 142mm x 242mm | | |
| 1/2 Horizontal with bleed | 124mm x 242mm | 160mm x 270mm | 170mm x 280mm |
| 1/2 Vertical | 294mm x 119mm | | |
| 1/2 Vertical with bleed | 294mm x 105mm | 330mm x 129mm | 340mm x 139mm |
| 1/3 Horizontal | 89mm x 242mm | | |
| 1/3 Horizontal with bleed | 71mm x 242mm | 107mm x 270mm | 117mm x 280mm |
| 1/3 Vertical | 294mm x 78mm | | |
| 1/3 Vertical with bleed | 294mm x 64mm | 330mm x 88mm | 340mm x 98mm |
| Junior | 193mm x 160mm | | |
| Junior with bleed | 175mm x 146mm | 211mm x 170mm | 221mm x 180mm |
| 1/4 Page | 142mm x 119mm | | |
| 1/4 Page with bleed | 124mm x 105mm | 160mm x 129mm | 170mm x 139mm |
| SPREADS | | | |
| Double page spread | 294mm x 512mm | 330mm x 540mm | 340mm x 550mm |
| 1/2 Double page spread | 142mm x 512mm | | |
| 1/2 Page spread with bleed | 124mm x 512mm | 160mm x 540mm | 170mm x 550mm |
| 1/3 Page Spread | 95mm x 512mm | | |
| 1/3 Page with bleed | 71mm x 512mm | 107mm x 540mm | 117mm x 550mm |
| Module ad (10 x 3) | 100mm x 110mm | | |
| Minimum ad (10x2) | 100mm x 72mm | | |
| Navigator ad | 66mm x 58mm | | |

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.



LUXURY MAGAZINE CONTACTS

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FINANCIAL REVIEW GROUP

The Financial Review Group connects the information needs of Australia's most successful and influential people with a constantly expanding range of business and investment products and services. We help people truly understand the issues and make the insights that enable their success.

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.

