

# BOSS MAGAZINE ADVERTISING RATES & DEADLINES

## FINANCIAL REVIEW BOSS ADVERTISING RATES

Number of appearances	Casual	3x	6x	9x	12x	15x	18x	21x	24x
DPS	\$28,550	\$28,100	\$27,750	\$27,300	\$26,900	\$26,500	\$26,150	\$25,750	\$25,400
DPS incl GST	\$31,405	\$30,910	\$30,525	\$30,030	\$29,590	\$29,150	\$28,765	\$28,325	\$27,940
Full Page	\$15,050	\$14,850	\$14,700	\$14,400	\$14,150	\$13,900	\$13,750	\$13,550	\$13,300
Full Page incl GST	\$16,555	\$16,335	\$16,170	\$15,840	\$15,565	\$15,290	\$15,125	\$14,905	\$14,630
1/2 Page	\$9,250	\$9,150	\$9,050	\$8,850	\$8,700	\$8,550	\$8,400	\$8,300	\$8,150
1/2 Page incl GST	\$10,175	\$10,065	\$9,955	\$9,735	\$9,570	\$9,405	\$9,240	\$9,130	\$8,965
1/3 Page	\$7,900	\$7,800	\$7,650	\$7,500	\$7,400	\$7,300	\$7,200	\$7,050	\$6,950
1/3 Page incl GST	\$8,690	\$8,580	\$8,415	\$8,250	\$8,140	\$8,030	\$7,920	\$7,755	\$7,645

POSITION	LOADS
1st Inside Front Cover Spread	40%
2nd Inside Front Cover Spread	35%
3rd, 4th, 5th Inside Front Cover Spread	30%
1st Right Hand Page	40%
2nd Right Hand Page	35%
3rd, 4th, 5th Right Hand Page	25%
6th, 7th, 8th, 9th Right Hand Page	25%
1st Left Hand Page	30%
2nd, 3rd Left Hand Page	20%
Gatefolds	40%
On Contents	30%
Opposite Contents	40%
Opposite Contents 2	30%
1st Double Page Spread After Contents	25%
2nd Double Page Spread After Contents	20%
Right Hand Page	15%
Centre Spread	30%
Inside Back Cover	20%
Outside Back Cover	50%
Other Guaranteed Positioning	15%

## INSERT RATES & QUANTITIES

Friday	1-12 pages	incl GST	Quantities
National	\$27,550	\$30,305	143,000
NSW/Canberra	\$11,590	\$12,749	61,000
VIC/TAS	\$7,220	\$7,942	37,000
Queensland	\$3,458	\$3,804	19,350
SA	\$1,235	\$1,359	6,000
WA	\$1,938	\$2,132	10,150
NZ	\$760	\$836	5,300

## FINANCIAL REVIEW BOSS DEADLINES

Edition	On Sale	Booking	Material
February	Fri, Feb 10	Jan 13	Jan 20
March	Fri, March 9	Feb 10	Feb 17
April	Thu, April 13	Mar 16	Mar 23
May	Fri, May 11	Apr 13	Apr 20
June	Fri, June 8	May 11	May 18
July	Fri, July 13	Jun 15	Jun 22
August	Fri, Aug 10	Jul 13	Jul 20
September	Fri, Sep 14	Aug 17	Aug 24
October	Fri, Oct 12	Sep 14	Sep 21
November	Fri, Nov 9	Oct 12	Oct 19
December	Fri, Dec 7	Nov 9	Nov 16

## PRODUCTION SPECIFICATIONS

Financial Review BOSS only accepts advertising material in digital format. Please refer to BOSS AdCentre: <http://www.adcentre.com.au/financial-review-boss.aspx>

**PUBLISHED: 2nd Friday of every month**

**BOOKING DEADLINE: Friday, 4 weeks prior to on sale date**

**CANCELLATION DEADLINE: Friday, 6 weeks prior to on sale date**

**Cancellation deadline for premium positions are 2 weeks prior to usual deadlines**

**MATERIAL DEADLINE: Wednesday, 3 weeks prior to on sale date**

For advertising information please contact Clara Manio on (02) 9282 1939

Email: [cmanio@fairfaxmedia.com.au](mailto:cmanio@fairfaxmedia.com.au)

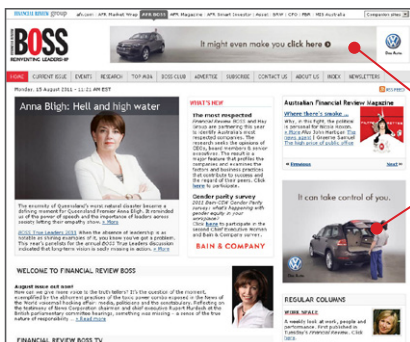
Centrespread and IFC may be pre-empted by creative production executions.

## BEYOND THE PRINTED PAGE

Dedicated to management and leadership issues, [afrboss.com.au](http://afrboss.com.au) is the online portal for *Financial Review BOSS* magazine's community of senior and aspiring executives.

[afrboss.com.au](http://afrboss.com.au) offers readers transcripts and videos from *BOSS* events along with snap polls and notifications of *BOSS* events. In addition, the website is a key forum for research carried out by *BOSS* for publication purposes. We tap into our community to research shopping trends, attitudes to salaries and MBA experiences.

For more information, please visit [www.adcentre.com.au/afrbosscomau.aspx](http://www.adcentre.com.au/afrbosscomau.aspx)



### FINANCIAL REVIEW BOSS WEBSITE ADVERTISING RATES

Type	Monthly Sponsorship 100% SOV	Dimensions (Pixels Width x Height)
Leaderboard	\$1,700	728 x 90
Leaderboard (incl GST)	\$1,870	728 x 90
Medium Rectangle	\$1,850	300 x 250
Medium Rectangle (incl GST)	\$2,035	300 x 250

Rates are subject to change  
Rates Effective as of 01/01/11 – 31/12/11

Rates based on standard advertisement types booked as run of Site.  
Bookings & Cancellations must be made verbally and confirmed in writing 30 days prior to publication date.

Cancellations must be made prior to cancellation deadline and confirmed in writing to avoid a 100% cancellation fee. For details on how to send material please refer to [www.adcentre.com.au/financial-review-boss.aspx](http://www.adcentre.com.au/financial-review-boss.aspx)

## BOSS REPRESENTATIVES

### Sydney

National Advertising Manager  
Nerissa Corbett  
Tel: 02 9282 2096  
[ncorbett@fairfaxmedia.com.au](mailto:ncorbett@fairfaxmedia.com.au)

Account Manager  
Clara Manio  
Tel: 02 9282 1939  
[cmanio@fairfaxmedia.com.au](mailto:cmanio@fairfaxmedia.com.au)

### Melbourne

VIC Advertising Manager  
Andrew Schutt  
Tel: 03 8667 3863  
[aschutt@fairfaxmedia.com.au](mailto:aschutt@fairfaxmedia.com.au)

### Brisbane

Deputy Sales Director  
Janice Batzloff  
Tel: 07 3308 1134  
[jbatzloff@fairfaxmedia.com.au](mailto:jbatzloff@fairfaxmedia.com.au)

### Adelaide/NT

State Advertising Manager  
Tim Patrick  
Tel: 08 8210 1112  
[tpatrick@fairfaxmedia.com.au](mailto:tpatrick@fairfaxmedia.com.au)

### Perth

State Advertising Manager  
Liz Molyneux  
Tel: 08 9327 4802  
[lmolyneux@fairfaxmedia.com.au](mailto:lmolyneux@fairfaxmedia.com.au)

### London

Brett Warren  
Tel: +44 (0) 20 7099 7992  
[bwarren@warren-media.com](mailto:bwarren@warren-media.com)

### Europe

Robert Logan  
Tel: +44 (0) 208 579 4836  
[rlogan@robertlogan.co.uk](mailto:rlogan@robertlogan.co.uk)

### New Zealand

Neil Bowman  
Tel: +64 9 419 0561  
[neil@mckaybowman.co.nz](mailto:neil@mckaybowman.co.nz)

### New York

Conover Brown  
Tel: +212 213 8383  
[sales@worldmediaonline.com](mailto:sales@worldmediaonline.com)

### Hong Kong

Catherine Ha  
Tel: +852 2516 1519  
[cha@publicitas.com](mailto:cha@publicitas.com)

### Japan

Manami Morishita  
Tel: +813 3584 6420  
[morish@bunkoh.com](mailto:morish@bunkoh.com)

### Singapore

Peggy Thay  
Tel: +65 6836 2272  
[pthay@publicitas.com](mailto:pthay@publicitas.com)

### Dubai

Komal Jadhvani  
Tel: +9714 342 2112  
[komalj@intermedia-gulf.com](mailto:komalj@intermedia-gulf.com)